



MILWAUKEE FIRE DEPARTMENT ANNUAL REPORT 2015





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<i>Printing</i>		
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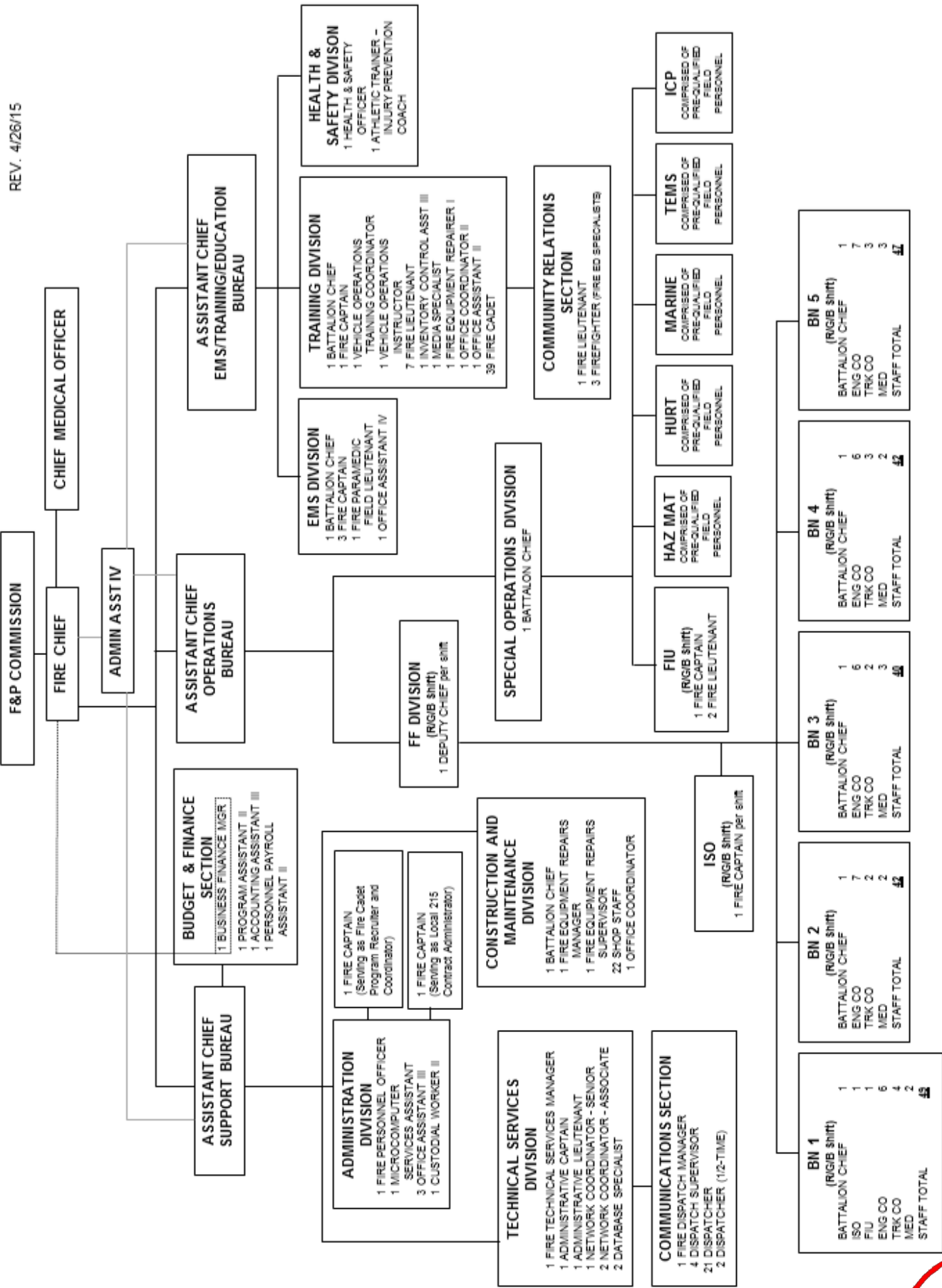
MFD Mission

The Milwaukee Fire Department is committed to protecting the people and property within our city.

We will be responsive to the needs of our citizens by providing rapid, professional, humanitarian services essential to the health, safety, and well-being of the city.

We will achieve our mission through prevention, education, fire suppression, emergency medical, and other emergency services. We will actively participate in our community, serve as role models, and strive to effectively and efficiently utilize all of the necessary resources at our command to provide a quality of service deemed excellent by our citizens with “Courage, Integrity, and Honor.”

REV. 4/26/15



2015 Separations Cont'd

Separations		
RANK	NAME	DATE LEFT
CADET	WILLIAMS, ANDREW C. JR.	10/8/2015
FCAPT	ROGOWSKI, DAVID A.	10/11/2015
HEQOP	TOMCZAK, PAUL A.	10/15/2015
FIREF	GROPP, KIM R.	10/16/2015
HEQOP	YOUNGEAGLE, JEFFREY	10/25/2015
SPCLT	KIELPINSKI, JOHN B.	10/27/2015
BNCHF	ALIOTO, FRANK D.	11/1/2015
FEDIS	BAKER, KURT W.	11/8/2015
FECAT	GAJEWSKI, GUY G.	11/10/2015
FIREF	GINSTER, ZACHARY D.	11/16/2015
FEDIS	SALLEY, JASMINE T.	11/28/2015
CADET	MEEKS, AVERY K. JR.	12/4/2015
PPRA2	KLOSS, CASEY J.	12/5/2015
SPCLT	OSTMANN, KYLE E.	12/10/2015
NETCO	LYON, JAMES A.	12/15/2015
FEDIS	WALDKIRCH, VIKISHA M.	12/15/2015
HEQOP	GONZALEZ, DEAN T.	12/20/2015
FIREF	SALERNO, VINCE A.	12/20/2015
FCAPT	HELLER, JAMES W.	12/24/2015
LIEUT	HEHN, ROBERT L.	12/25/2015



Message from the Chief

As I close my fifth year as Chief of the Milwaukee Fire Department (MFD), I reflect on progress made and challenges overcome. The MFD is a leader in the nation's fire service, and the men and women of the department take great pride in their work and enjoy serving the city as committed professionals. Every new year is met with optimism and enthusiasm for an exciting future.

This annual report will highlight statistics in categories such as budget, response types and times, appointments and promotions, as well as provide some highlights of the five battalions, special team operations, and of the divisions which support field operations. These statistics and highlights will showcase the dedicated frontline and behind-the-scenes work performed by our members. They will give the reader a brief glimpse into the everyday challenges and responsibilities the men and women who have bravely chosen a career in the fire service undertake with skill, compassion, and professionalism which are second to none.

Over 85% of all MFD responses are EMS-related; in 2015 alone, we responded to 70,504 medically-related calls for service; that is over 200 calls per day. Over 600 EMTs and 180 paramedics answered those calls. Mandatory annual medical training as well as exercises such as mass-casualty drills, keep these members' skills honed to an expert level. Our EMS services go beyond immediate emergency calls to covering over 25 special events with 15,000 or more in attendance. The 58 members who are paramedic bicycle responders provided effective, rapid emergency service in these crowd-congested events.

In 2015, the MFD began building the infrastructure and providing the training to paramedics for a new and proactive pre-emergency healthcare initiative called Mobile Integrated Healthcare. The pilot program ran for three months, assisting 75 patients who may not have normally had access to healthcare navigate through the healthcare system. MFD paramedics who volunteered for this program received 200 additional hours of training through the UW-Milwaukee College of Nursing with the goal of assisting the city's most-at-risk population. More about this very worthwhile and innovative program will be presented later in this annual report.

Shared Services, one of the MFD's most innovative interagency accomplishments, was born out of the aspiration to provide the most efficient services to our own community as well as neighboring ones, pooling training and resources to more resourcefully render aid to those we are called to serve. The MFD and seven adjacent communities have strengthened the response matrix along geographical borders: a win for all, with better coverage and reduced response times.



2015 Separations

Separations		
RANK	NAME	DATE LEFT
CADET	SCHNEIDER, OLIVER R.	1/15/2015
HEQOP	LAWRENCE, STEVEN J.	1/18/2015
FIREF	KRONBERG, JAMES A.	1/27/2015
FCAPT	ZYCH, CAROLINE A.	2/16/2015
CADET	HALMAR, LINDSAY M.	3/6/2015
DBSPC	CHANDEK, AMBER L.	3/13/2015
FIREF	HANKE, JAMES E.	3/28/2015
FER02	MCKAY, ALAN F.	3/28/2015
FIREF	CURRIE, LARRY	3/31/2015
LIEUT	KAMINSKI, THOMAS J.	5/16/2015
FIREF	COOK, MARK R.	5/24/2015
CADET	EUBANKS, QUINTIN L.	6/5/2015
LIEUT	KRAUSE, JAMES R.	6/19/2015
FCAPT	HEGEMAN, JOSEPH F.	6/20/2015
FIREF	ALONTE, STEVEN J.	6/21/2015
PARFF	ZYLKA, JOHN J. JR.	6/21/2015
FIREF	SHARROW, DAVID R.	7/19/2015
LIEUT	RICHARDS, DANNY M.	7/25/2015
FIREF	EWING, ELIZABETH D.	8/15/2015
HEQOP	AUSTIN, MILTON E.	8/16/2015
LIEUT	MARRIS, GREGORY A.	8/16/2015
CADET	MELKA, AUSTIN D.	8/18/2015
CADET	BOND, MARCELLUS A.	8/26/2015
LIEUT	BRESETTE, ROBERT J.	8/28/2015
BFMGR	STAMPS, EMMA J.	8/29/2015
HEQOP	NORTON, PATRICK T.	8/30/2015
LIEUT	KOZINSKI, EDWIN J.	8/30/2015
FIREF	TALASKA, MARK T.	8/30/2015
CADET	HAYNES, ARRIANNA S.	9/1/2015
FIREF	GUTIERREZ, JAMES P.	9/7/2015
HEQOP	AUSSPRUNG, DAVID P.	9/9/2015
FIREF	TRAPP, RYAN T.	9/24/2015
FIREF	BROWNE, GREGORY B.	9/25/2015
CADET	AVILES, HUGO	9/26/2015
FEDIS	JESMOK, KATHLEEN J.	9/30/2015



2015 Promotions Cont'd

Promotions		
RANK	NAME	DATE
FIREF	REZASH, GRANT C.	8/3/2015
FIREF	SCHULTZ, THOMAS W.	8/3/2015
FIREF	WOODS, DIONTRA M.	8/3/2015
LIEUT	DAMROW, THOMAS W.	9/27/2015
LIEUT	GIEGERICH, BRIAN W.	9/27/2015
LIEUT	FRANZ, JOSEPH M.	9/27/2015
LIEUT	MAY, LOREN J.	9/27/2015
HEQOP	BELLANGER, MICHAEL E.	9/27/2015
HEQOP	VERIGA, KENNETH J.	9/27/2015
HEQOP	WILLIAMS, LORENZO A.	9/27/2015
HEQOP	BIESBOER, BRETT R.	9/27/2015
HEQOP	DOLLY, JOHNSON M.	10/25/2015
FCAPT	RODE, DANIEL C.	11/8/2015
LIEUT	ANDERSON, PETER J.	11/8/2015
LIEUT	KREIL, AARON M.	11/8/2015
HEQOP	ELLIS, LLOYD D.	11/8/2015
BNCHF	HEGEMAN, JOSEPH F. JR.	12/20/2015
FCAPT	SEAGER, DAVID R. JR.	12/20/2015
FCAPT	PALMER, MICHAEL G.	12/20/2015
LIEUT	HEHN, ROBERT L.	12/20/2015
LIEUT	CODE, WILLIAM R.	12/20/2015
FECAT	LLANOS-ALDAPE, PABLO	12/20/2015

Return from Workers' Comp		
RANK	NAME	DATE
FIREF	BUSCHMANN, JUSTIN M.	8/3/2016 (Aug3 class)
CADET	SCHNEIDER, OLIVER R.	8/17/2015 (Aug17 class)

Reversions		
RANK	NAME	DATE
HEQOP	TRIPLETT, JARED J.	7/16/2015

Message from the Chief

In August of 2015, twenty-three Fire Cadets were transferred into a firefighting recruit class, trained by our own personnel, graduating mid-November. In turn, we welcomed twenty-four new Fire Cadets, bringing the total to thirty-six. These three dozen diverse young men and women share in every aspect of the department, receiving a well-rounded experience. Some of their most enriching and rewarding experiences come from assisting with community outreach, serving as a vital link to the community. After roughly two years of experience, having earned college credits, and becoming fully-licensed paramedics, they will transfer in to a sixteen-week firefighting recruit class. These Fire Cadets, young, impressionable, and hungry for a career that 'gives back,' will undoubtedly be the future leaders of the MFD.

We not only train the new incoming firefighters, but we place a strong focus on continuing education for our members throughout their career. The MFD's 343 members of seven special teams consistently train, and team up with the private sector and other fire departments, to keep their skills refined to the latest procedures, and with the latest tools and technology. This is in addition to weekly training as a company, or with their battalion; a requirement of all sworn personnel. In 2015, our Training Division delivered 72 company-based trainings. For those seeking individual education enhancement, the department provides and teaches a variety of professional development classes, some of which are required for promotions. Training hours department-wide reached over 160,000 in 2015. It is my expectation that all our members perform as mentors and leaders!

MFD community relations programs reached some 3 million people in 2015, which demonstrates the department's commitment to educating the public with programs geared from the very young to the elderly, on such topics as home fire safety, evacuation planning and preparedness, and preventive medical care. More than 2,000 grant-funded smoked detectors were installed in residences free of charge. The Survive Alive House, and its two mobile trailers reach thousands of children every year, teaching the safest way to exit a smoke filled / burning building, and providing an additional trust factor that firefighters are there to help.

Communication and technology affect every aspect of our service. The dedicated members of the Technical Services Division continue to investigate, test, and upgrade radios, computers, software, etc., to ensure effectiveness and efficiency. They create electronic forms and recordkeeping systems to allow for comprehensive statistical recordkeeping for both inside and outside sources. Our devoted dispatchers, the first contact in what is likely a dire emergency, serve a critically important role in every response. In 2015, Priority Dispatch, ProQa, a new



Message from the Chief

medical dispatch protocol was implemented, resulting in a 15% increase of dispatches of MFD ALS and BLS units. The dispatchers' duties and responsibilities continue to evolve as new protocols are written, and new apparatus and programs are launched.

The Construction and Maintenance Division, with a minimal staff, maintains 36 firehouses and four other buildings as well as keeps 204 pieces of apparatus in flawless working order. Division staff writes specifications for and orders all department vehicles, purchasing twenty in 2015.

This behind-the-scenes work is an integral part of the effectiveness of the firefighters in the forefront. Our carpenters and painter also used their creative expertise in a number of community projects including memorial displays and Little Free Library builds.

Great positive strides have been experienced in employee health through IAFF/IAFC wellness and fitness initiatives. Total injuries have decreased 43% in the last five years. Less injuries create a healthier workforce and keep overtime expenses down. All sworn members are provided annual physicals in accordance with NFPA 1582 standards which can aid in discovering hidden health problems before they become severe.

Health initiatives included hosting the inaugural MFD Health Summit, bringing together all health partners, and hosting a multi-agency workshop on how to incorporate critical incident stress management interventions into the incident command system.

This department has a great legacy, and I have no doubt the men and women on the department today and in the future will continue the proud tradition of offering their best! On behalf of the men and women of the Milwaukee Fire Department, I thank City of Milwaukee Mayor Tom Barrett, the Common Council, the Fire and Police Commission, and the citizens for their continued support of our department; a department that continues to evolve, focusing on how best to serve the community, ready to serve at a moment's notice.

Sincerely,

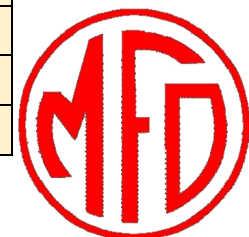


MARK ROHLFING
Chief



2015 Promotions

Promotions		
RANK	NAME	DATE
LIEUT	LEDVOROWSKI, JEFFERY A.	2/1/2015
HEQOP	PAUKNER, STEVEN L.	2/1/2015
BNCHF	LITCHFORD, JOHN T.	2/15/2015
FCAPT	GARDNER, BRIAN J.	2/15/2015
LIEUT	TICCONI, KRISTIN A.	2/15/2015
HEQOP	SCIANNI, MICHAEL J.	2/15/2015
FCAPT	BELOTT, SCHUYLER L.	3/15/2015
LIEUT	JACOBS, ANTHONY	3/15/2015
HEQOP	KASPRZAK, THOMAS	3/15/2015
HEQOP	JAEGER, MATTHEW A.	4/26/2015
OFCA2	CAMPBELL, SHELDON W.	5/24/2015
LIEUT	NEVINS, EDWARD J. IV	6/7/2015
HEQOP	VOLZ, MICHAEL J.	6/21/2015
FCAPT	MACDONALD, JAMES D.	7/19/2015
LIEUT	WINFREY, KELLY J.	7/19/2015
LIEUT	MAKINEN, DANIEL W.	7/19/2015
FIREF	ADAMS, BRYANT L.	8/3/2015
FIREF	ALONTE, JOEL J.	8/3/2015
FIREF	ANTHONY, MASON R.	8/3/2015
FIREF	BALASH, RYAN A.	8/3/2015
FIREF	BUBOLZ, JACOB A.	8/3/2015
FIREF	BUDNOWSKI, STEVEN S.	8/3/2015
FIREF	BURROUGHS, DARYAN A.	8/3/2015
FIREF	CORREA-VOLKMAN, CARLOS P.	8/3/2015
FIREF	DONALDSON, KENDRIA S.	8/3/2015
FIREF	ENTERS, MATTHEW D.	8/3/2015
FIREF	GINSTER, ZACHARY D.	8/3/2015
FIREF	GRAMS, JOSHUA R.	8/3/2015
FIREF	KAISER, NICHOLAS J.	8/3/2015
FIREF	KRASEMANN, KODY R.	8/3/2015
FIREF	LUCHT, CALEB J.	8/3/2015
FIREF	MADDEN, MELANIE A.	8/3/2015
FIREF	MCDADE, ALEXANDER M.	8/3/2015
FIREF	OLSON, JESSICA A.	8/3/2015
FIREF	PHILLIPS, TYLER D.	8/3/2015



2015 Appointments

New Hires & Appointments		
RANK	NAME	DATE
OFCOO	JOHNSON, MALISA C.	1/18/2015
DBSPC	OBMANN, DANIELLE S.	7/19/2015
CADET	AMROZEWICZ, TANNER J.	8/17/2015
CADET	AVILES, HUGO	8/17/2015
CADET	BALLERING, LOGAN J.	8/17/2015
CADET	BILLINGS, BRETT W.	8/17/2015
CADET	BLANCO, TIMOTHY M.	8/17/2015
CADET	BOND, MARCELLUS A.	8/17/2015
CADET	BUNGER, DAKOTA B.	8/17/2015
CADET	CAMBRONERO, GIOVANNI	8/17/2015
CADET	CORREA, RYAN M.	8/17/2015
CADET	FONS, KANDACE J.	8/17/2015
CADET	GRADE, MATTHEW D.	8/17/2015
CADET	HAYNES, ARRIANNA S.	8/17/2015
CADET	KORNITZ, AVERY B.	8/17/2015
CADET	LIEMPECK, JASON A. JR.	8/17/2015
CADET	MEACH, JAKE T.	8/17/2015
CADET	MEEKS, AVERY K. JR.	8/17/2015
CADET	MELKA, AUSTIN	8/17/2015
CADET	MILLS, JUSTIN D.	8/17/2015
CADET	RODRIGUEZ, JONAH K.	8/17/2015
CADET	SANTIAGO, JEREMIAH A.	8/17/2015
CADET	SPREWER, IMANI K.	8/17/2015
CADET	STOEKL, DANIEL J.	8/17/2015
CADET	WELLENS, JONATHAN J.	8/17/2015
CADET	WILLIAMS, ANDREW C. JR.	8/17/2015
CADET	HALL, CHRISTOPHER M. JR.	8/19/2015 (Aug17 class)
CADET	AGUILAR, CARMELLO C.	8/27/2015 (Aug17 class)
FEDIS	WALDKIRCH, VIKISHA M.	8/31/2015
FEDIS	BURNS, LINDA J.	8/31/2015
FEDIS	JESMOK, KATHLEEN J.	8/31/2015
CADET	MATHE, BRANDON P.	9/3/2015 (Aug17 class)
CADET	GOSSE, THOMAS J.	9/8/2015 (Aug17 class)
BFMGR	ROWE, YVETTE M.	9/28/2015
FER02	MUELLER, ANN M.	11/9/2015



Message from the Mayor

GREETINGS!

Public safety is a top priority for the City of Milwaukee. It is important that our citizens look to local government as a safe haven and a means to feel protected.

The Milwaukee Fire Department continues to perform as one of the premier fire departments in the country, serving the City of Milwaukee effectively and efficiently. With a focus on personnel health and well-being, state-of-the-art technology, community outreach and extensive training, with 160,427 hours completed this year alone, the department and its dedicated personnel have proven themselves an essential component in keeping our neighborhoods healthy and safe.

The successful fire cadet program continues to provide a tremendously diverse firefighting work force. Fire cadets are highly trained and mentored to prepare successfully for the extended challenges of recruit training. I am proud that this program creates an exemplary workforce that reflects the valued diversity of our City.

Community outreach plays a crucial role in the Fire Department’s efforts to prevent fires and reduce fatalities. Firefighters and fire cadets conducted 1,331 public education programs and reached more than 3,234,160 citizens. Firefighters installed 2,100 smoke detectors in residential properties through the Firefighters Out Creating Urban Safety (FOCUS) program. I appreciate Fire Chief Rohlfig’s efforts to expand the FOCUS program through the Chief’s Community Risk Reduction Program to serve even more people in 2016.

I commend the Milwaukee Fire Department for its commitment to ensuring the health and safety of our community. I sincerely thank the brave men and women who passionately provide the best service to our citizens and go beyond the call of duty.

Sincerely,

Tom Barrett

Mayor





N

Total Positions Authorized

Operating Expenditures (salaries, wages, fringe benefits)

Equipment/Special Funds

TOTAL:

Revenues (Charges for Service)

TOTAL BUDGET:

Personnel (actual)

Sworn Personnel

Civilian Personnel

Service Area

Population

Total Calls

Fire Calls

EMS Calls

False Alarms

Busiest Engine Company

Busiest Ladder Company

Busiest Battalion Chief

Busiest MED Unit

Busiest Heavy Rescue

Busiest Hazmat Unit

Busiest Non-Transport EMS Vehicle

Busiest Fire Station



ADMINISTRATION DIVISION

The Administration Division handles most general fire department inquiries as well as furnishing fire and emergency medical reports to requesters. In addition, this small but essential staff is responsible for handling all written communications and directives from the Chief's and Assistant Chiefs' offices, and all human relations issues including leave tracking, discipline, new hires, retirements, labor negotiations/disputes, and recordkeeping of the same.

In September, Fire Administration welcomed a new Budget and Finance Manager, Yvette Rowe, who brought with her years of city experience having worked for the Milwaukee Health Department.

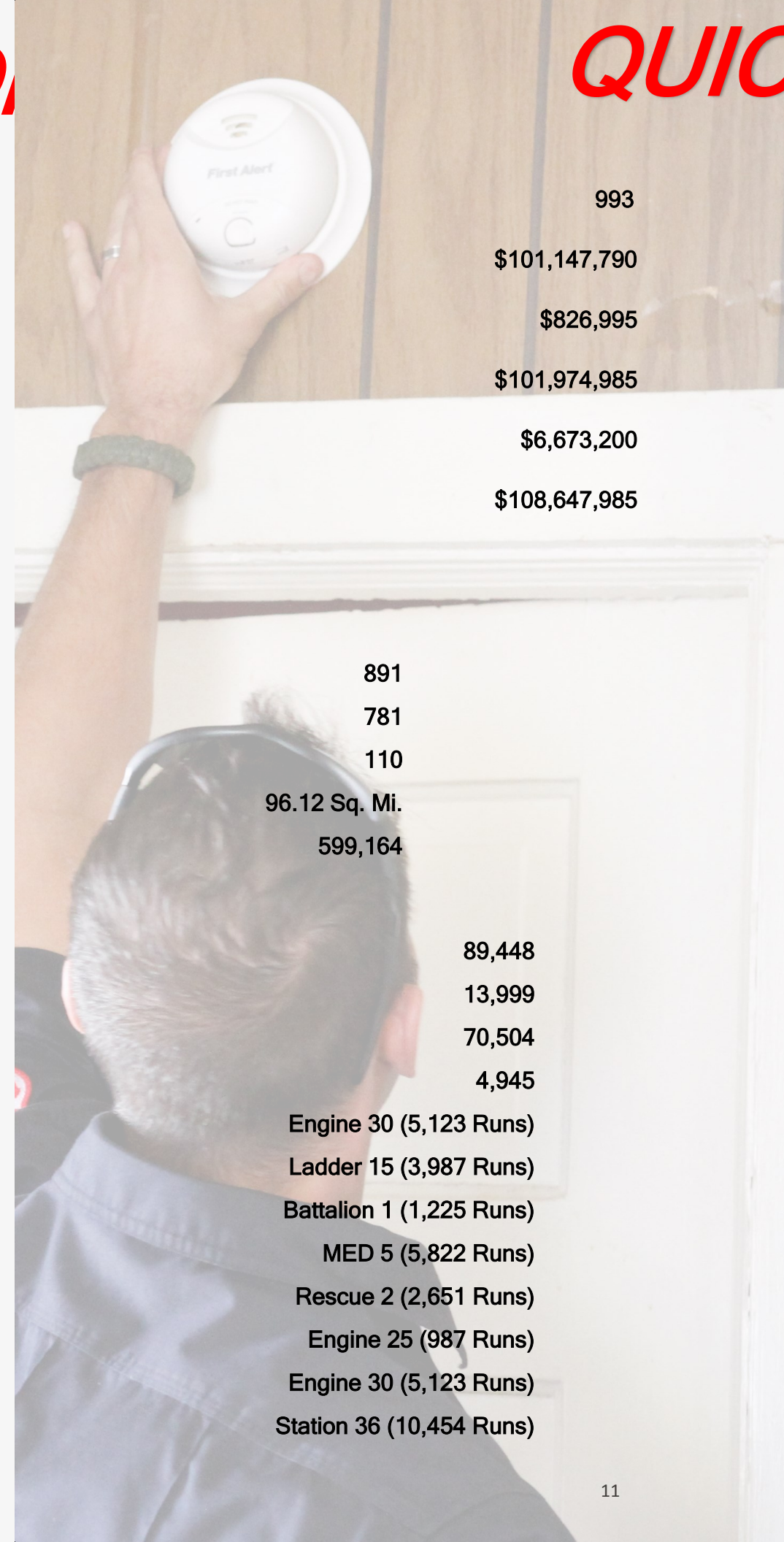
Fire Administration, on the third floor of Fire Station 2, was remodeled and realigned, including the two conference rooms, and the creation of four new office spaces, two for Assistant Chiefs, one for the Fire Personnel Officer, and one for the EMS Captain in charge of community paramedics.

Both conference rooms are centered with beautiful wooden tables, along with high back chairs, credenzas, and computer systems. McCabe Hall, named after the eighth Chief of the department, and the larger of the two rooms, features off-site meeting conference capabilities and offers updated side chairs to accommodate the crowds during promotional ceremonies.

Carpeting was replaced throughout the third floor, and the hardwood floor in the historically represented lobby was refinished to bring back its luster. New desks and cubicle dividers were provided for the Administration Division and Budget and Finance Section staff. New beautiful wooden cabinets built by the department's carpenters for storage and mail sorting, along with some new and inspirational artwork rounded out the pleasing end result.



QUICK STATS



993
\$101,147,790
\$826,995
\$101,974,985
\$6,673,200
\$108,647,985
891
781
110
96.12 Sq. Mi.
599,164
89,448
13,999
70,504
4,945
Engine 30 (5,123 Runs)
Ladder 15 (3,987 Runs)
Battalion 1 (1,225 Runs)
MED 5 (5,822 Runs)
Rescue 2 (2,651 Runs)
Engine 25 (987 Runs)
Engine 30 (5,123 Runs)
Station 36 (10,454 Runs)



2015 ANNUAL RUN TOTALS

VISION

ENGINES

UNIT	ALS	BLS	FIRE	TOTAL
E01	444	654	535	1,633
E02	1,068	1,285	588	2,941
E04	1,063	914	383	2,360
E06	559	667	398	1,624
E07	543	586	383	1,512
E08	1,558	1,484	725	3,767
E09	925	861	575	2,361
E10	442	399	121	962
E12	749	832	350	1,931
E13	2,017	2,264	833	5,114
E14	391	372	147	910
E16	751	583	402	1,736
E17	592	646	215	1,453
E18	1,095	1,222	490	2,807
E21	998	1,065	490	2,553
E22	762	786	352	1,900
E23	1,122	1,357	570	3,049
E24	1,649	1,887	726	4,262
E25	385	407	195	987
E26	1,406	1,422	544	3,372
E27	465	662	329	1,456
E28	1,252	1,218	539	3,009
E29	491	451	162	1,104
E30	2,175	2,254	694	5,123
E31	1,092	1,143	451	2,686
E32	2,023	1,868	693	4,584
E33	571	753	353	1,677
E34	1,468	1,505	664	3,637
E36	1,734	1,967	931	4,632
E37	9	17	5	31
E38	610	568	295	1,473
E39	790	726	340	1,856

BATTALION CHIEFS

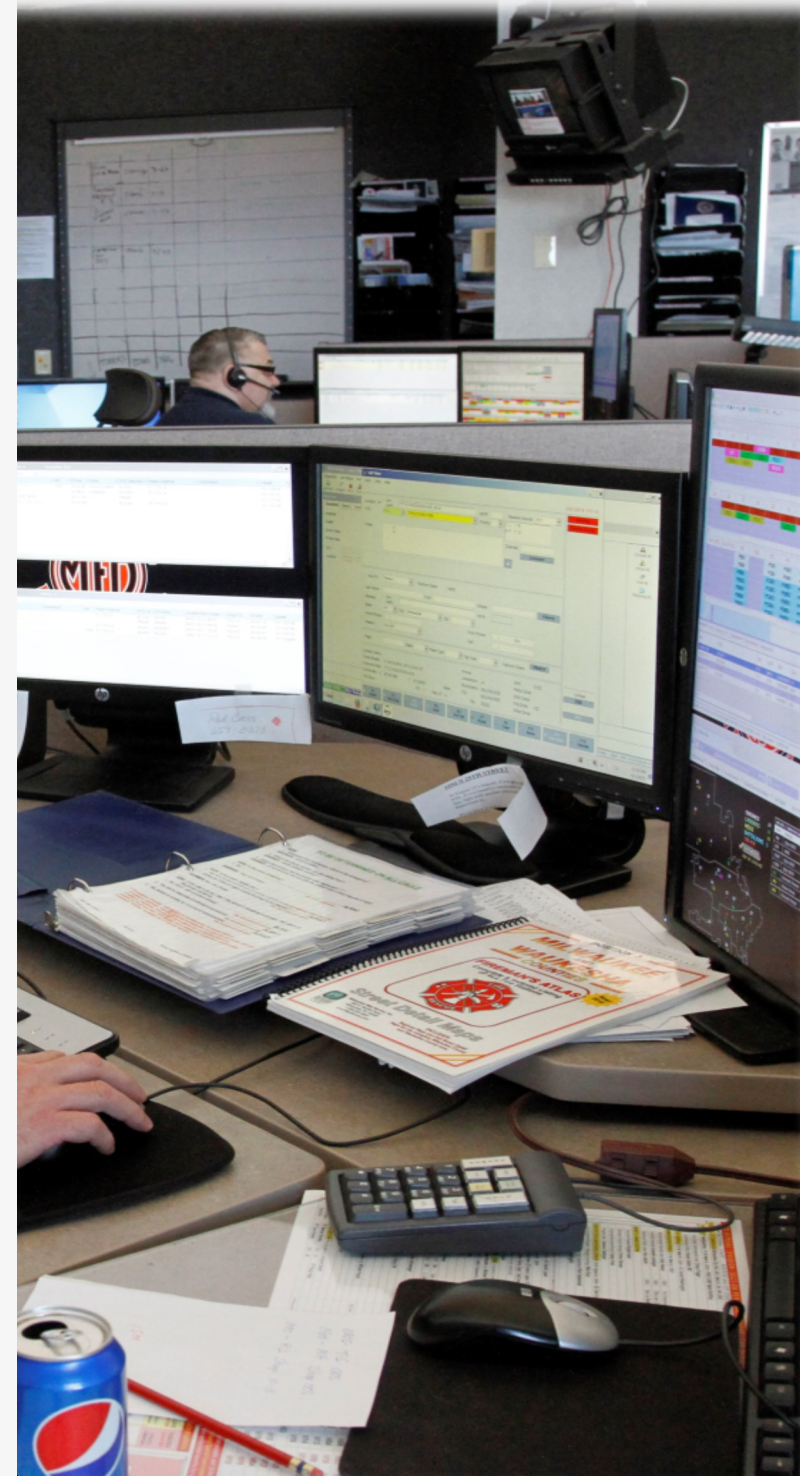
UNIT	ALS	BLS	FIRE	TOTAL
B1	51	23	1,151	1,225
B2	52	29	1,139	1,220
B3	19	10	578	607
B4	17	7	506	530
B5	16	10	443	469

TRUCKS

UNIT	ALS	BLS	FIRE	TOTAL
L01	337	359	919	1,615
L02	257	316	1,590	2,163
L03	419	361	1,169	1,949
L05	90	83	811	984
L06	392	441	572	1,405
L07	145	135	789	1,069
L08	61	54	244	359
L09	528	445	1,582	2,555
RESC1	124	113	982	1,219
L12	524	504	1,635	2,663
RESC2	353	453	1,845	2,651
L15	1,347	1,440	1,200	3,987
L16	3	2	7	12
L17	339	308	507	1,154

2015 Highlights

- Continued to work on optimizing the new computer aided dispatch system that was implemented in December of 2014. Two major updates were installed to correct identified issues.
- Implemented a new nationally-recognized emergency medical dispatch protocol by Priority Dispatch, resulting in a substantial increase to the number of dispatches of our paramedic units.
- Updated and refined the geographical information system database twice during 2015 in the ongoing commitment to ensure that the closest resource is dispatched to every incident.
- Purchased and configured 50 tablets in support of the City's Community Risk Reduction Initiative.
- Tested and deployed cell boosters for frontline vehicles to improve connectivity for mobile dispatch computers.
- Upgraded all of the Harris mobile and portable radios to the latest operating system.
- Continued the process of converting department forms from paper to digital format.
- Upgraded the server and software of TeleStaff, the field-staffing program.

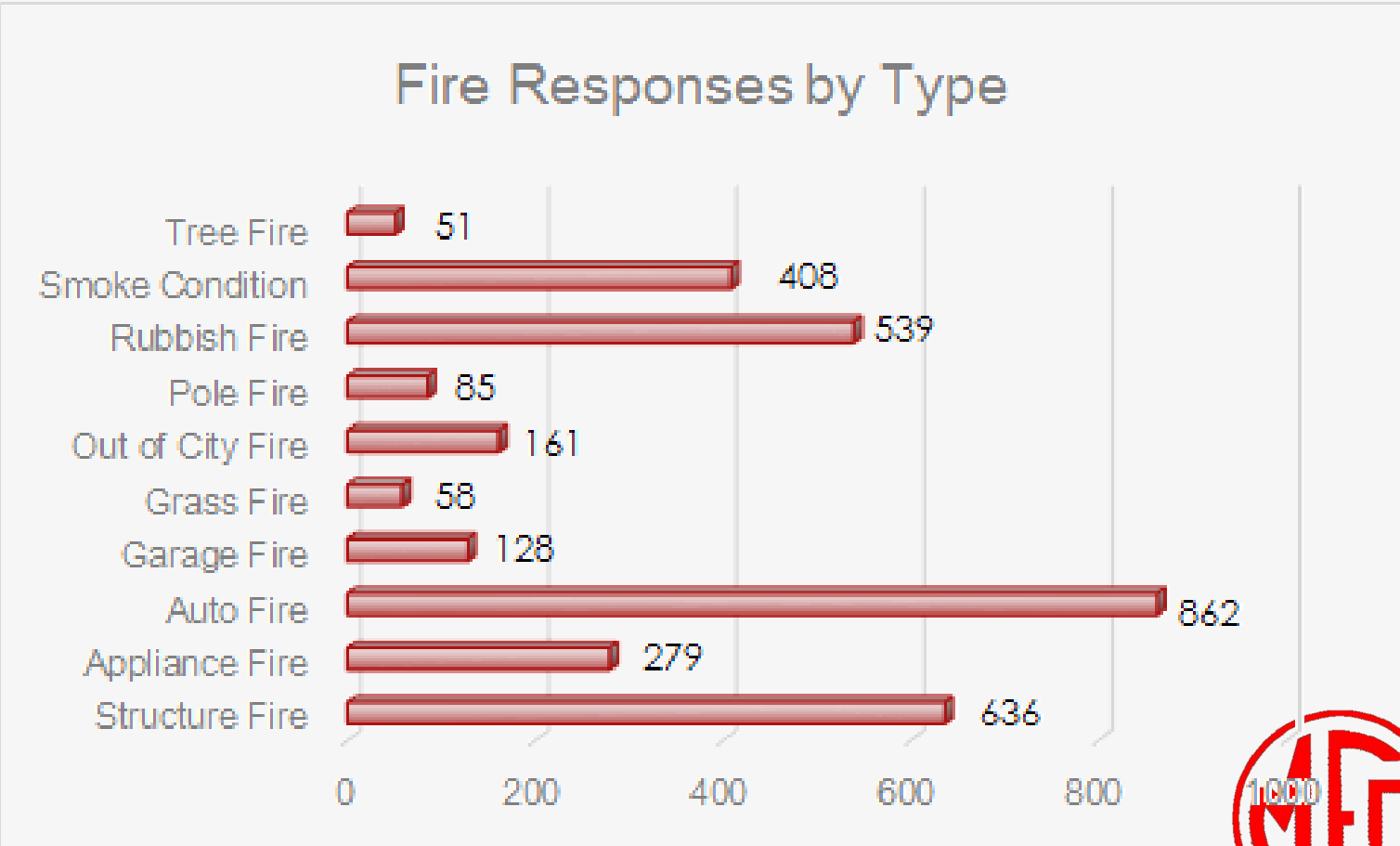
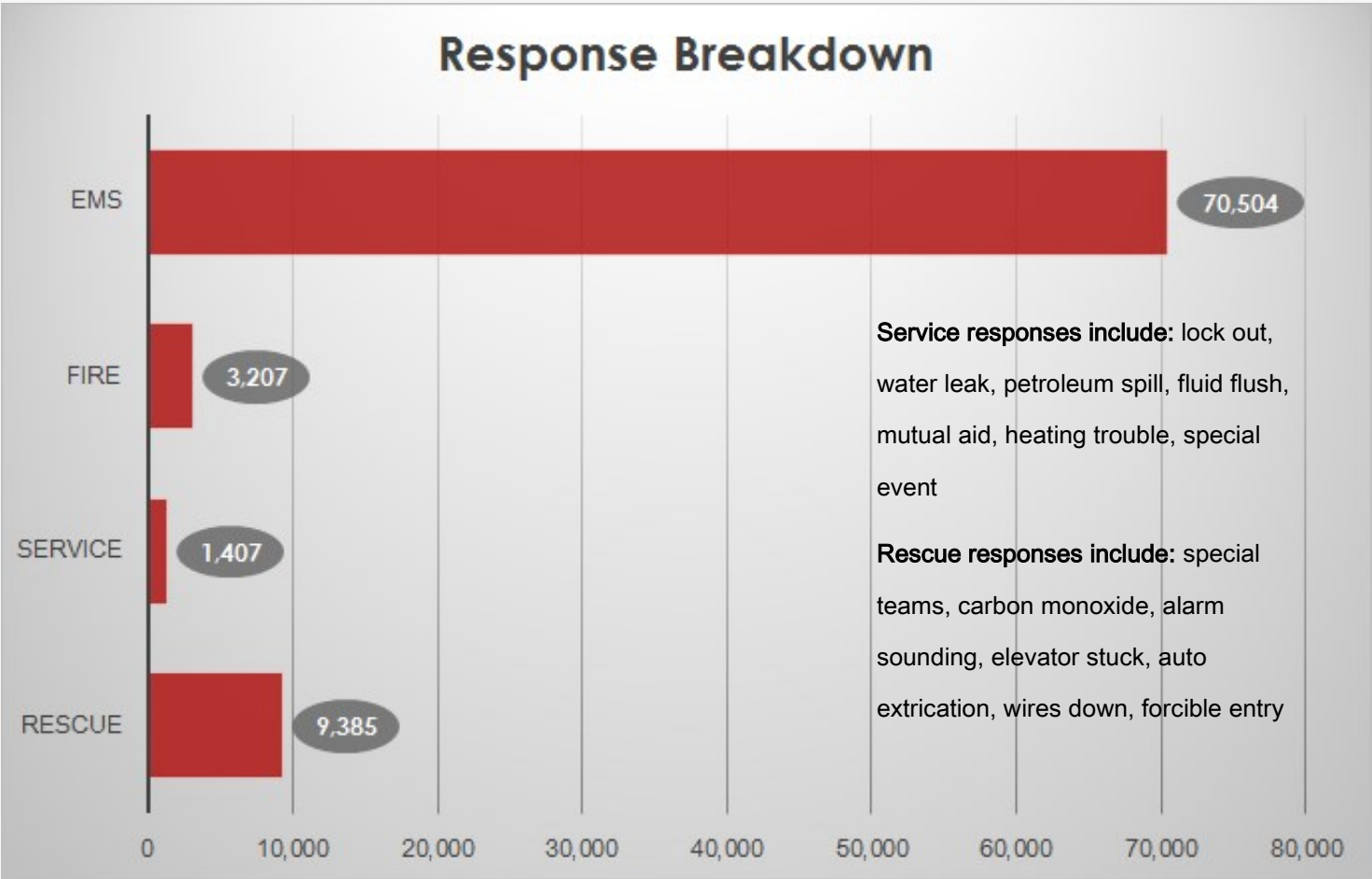


TECHNICAL SERVICES DIV^S

The Technical Services Division is responsible for the purchase, support, and maintenance of all electronic technology-based devices, systems, applications, and peripheral equipment used by the department. This includes 44 servers, over 500 desktop, laptop, tablet, and vehicle-mounted computers, over 400 desk and cell phones, 655 mobile and portable radios, and a video conferencing system available at all 36 fire stations and administrative locations. This division also includes the department's 9-1-1 call-taking and dispatch center. The mission is to support all of these systems in a manner that is invisible to the end-user, and enhances the department's effectiveness.

In 2015, MFD dispatchers dispatched department resources to over 84,500 fire and emergency medical services incidents, and an additional 35,000 dispatches to private ambulance companies. As part of the countywide shared services initiative, MFD companies responded to 776 out-of-city incidents, and requested out-of-city resources on 2,704 calls.

The tracking of statistical and response data for the department is handled by this division. This information is used to compile various reports which are submitted on a daily, monthly, or yearly schedule to the U.S. Fire Administration Division of the Federal Emergency Management Agency, the National Fire Information Council, the Mayor's Office, and the City of Milwaukee Common Council.





The First Battalion is bordered by Lake Michigan to the east and includes the near north, south, and west sides of Milwaukee. It encompasses the most diverse and densely populated area of the city with a mix of residential, manufacturing, and high-rise office space occupancies. Eight fire stations service the battalion with six engines, two tower trucks, two ladder trucks, and two MED units.

The Dive Rescue Team, Fire Boat Team, Fire Investigation Unit, and the Incident Safety Officer work out of this battalion. In 2015, the Incident Command Post relocated to Station 2 as a more centralized location to more efficiently deploy to major incidents within the city and surrounding communities.



ENANCE DIVISION

Cancer/Injury Prevention Programs

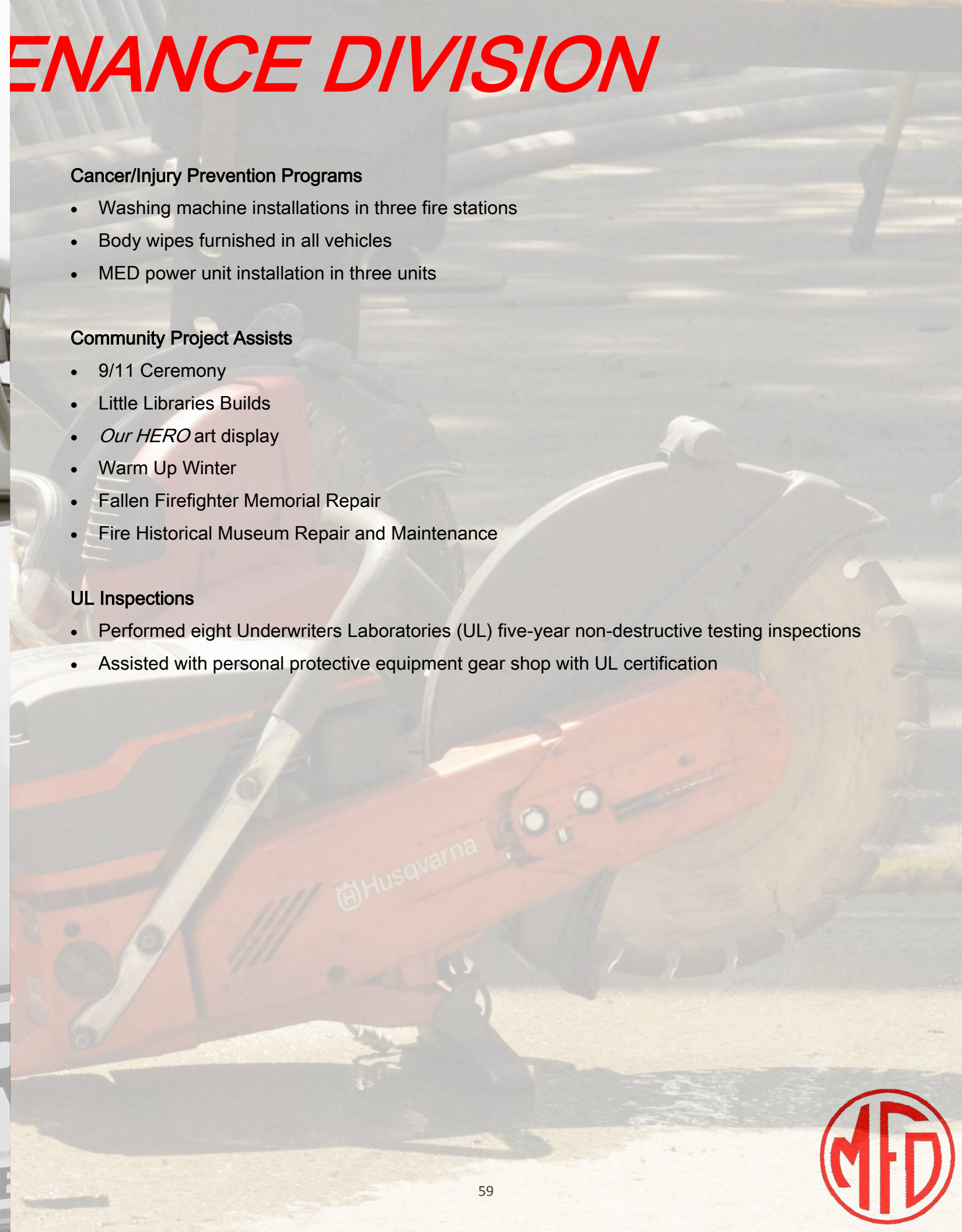
- Washing machine installations in three fire stations
- Body wipes furnished in all vehicles
- MED power unit installation in three units

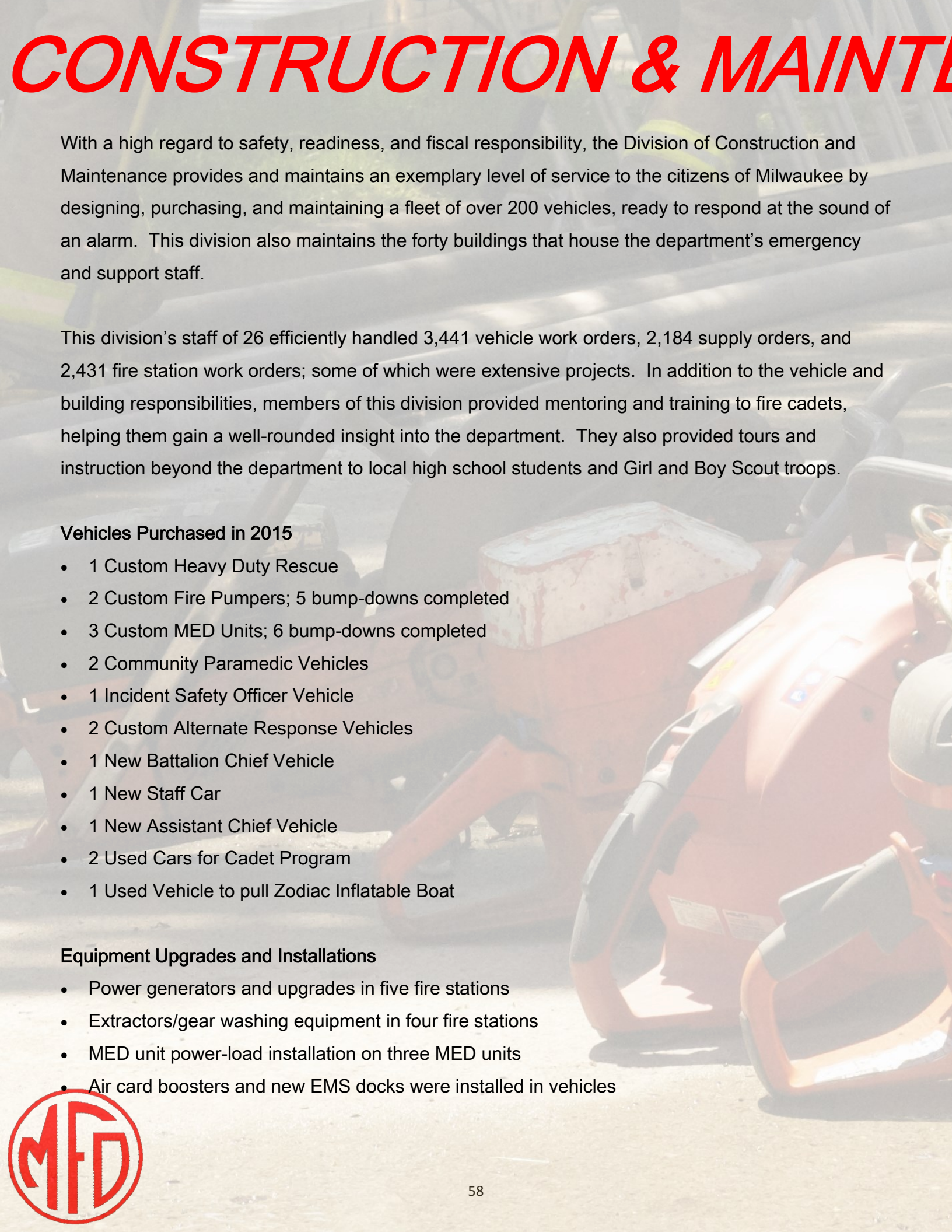
Community Project Assists

- 9/11 Ceremony
- Little Libraries Builds
- *Our HERO* art display
- Warm Up Winter
- Fallen Firefighter Memorial Repair
- Fire Historical Museum Repair and Maintenance

UL Inspections

- Performed eight Underwriters Laboratories (UL) five-year non-destructive testing inspections
- Assisted with personal protective equipment gear shop with UL certification





CONSTRUCTION & MAINTENANCE

With a high regard to safety, readiness, and fiscal responsibility, the Division of Construction and Maintenance provides and maintains an exemplary level of service to the citizens of Milwaukee by designing, purchasing, and maintaining a fleet of over 200 vehicles, ready to respond at the sound of an alarm. This division also maintains the forty buildings that house the department's emergency and support staff.

This division's staff of 26 efficiently handled 3,441 vehicle work orders, 2,184 supply orders, and 2,431 fire station work orders; some of which were extensive projects. In addition to the vehicle and building responsibilities, members of this division provided mentoring and training to fire cadets, helping them gain a well-rounded insight into the department. They also provided tours and instruction beyond the department to local high school students and Girl and Boy Scout troops.

Vehicles Purchased in 2015

- 1 Custom Heavy Duty Rescue
- 2 Custom Fire Pumpers; 5 bump-downs completed
- 3 Custom MED Units; 6 bump-downs completed
- 2 Community Paramedic Vehicles
- 1 Incident Safety Officer Vehicle
- 2 Custom Alternate Response Vehicles
- 1 New Battalion Chief Vehicle
- 1 New Staff Car
- 1 New Assistant Chief Vehicle
- 2 Used Cars for Cadet Program
- 1 Used Vehicle to pull Zodiac Inflatable Boat

Equipment Upgrades and Installations

- Power generators and upgrades in five fire stations
- Extractors/gear washing equipment in four fire stations
- MED unit power-load installation on three MED units
- Air card boosters and new EMS docks were installed in vehicles



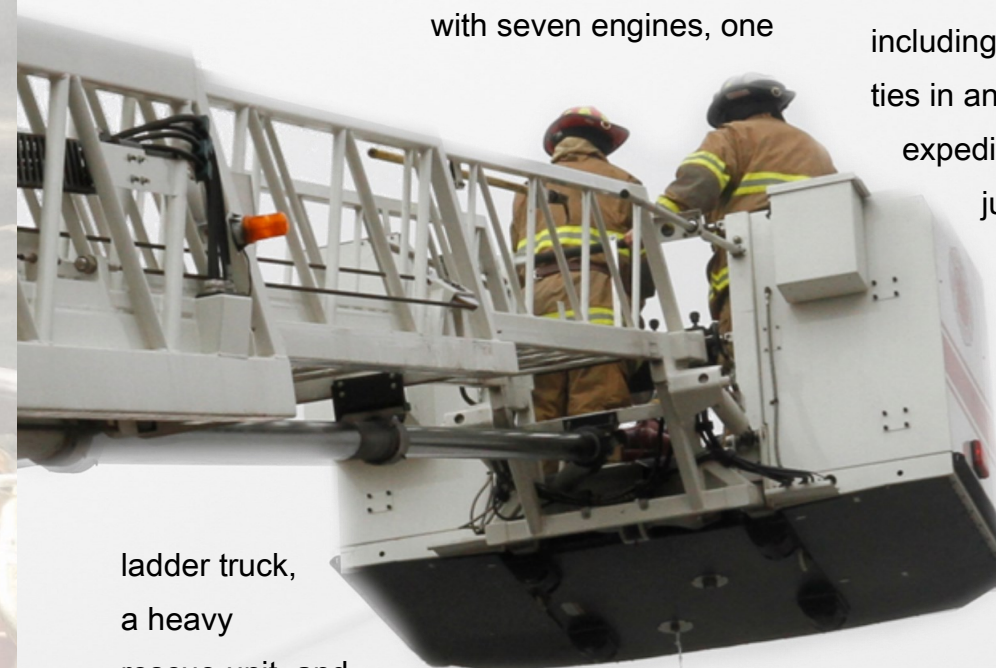
FIREFIGHTING DIVISION

The Second Battalion encompasses the near north and west sides of Milwaukee, from Golden Valley and Kops Park to the Riverwest and St. Joseph's hospital neighborhoods. The seven fire stations with seven engines, one

church events, visit nursing homes and schools, all in an effort to meet the needs of the people they serve.

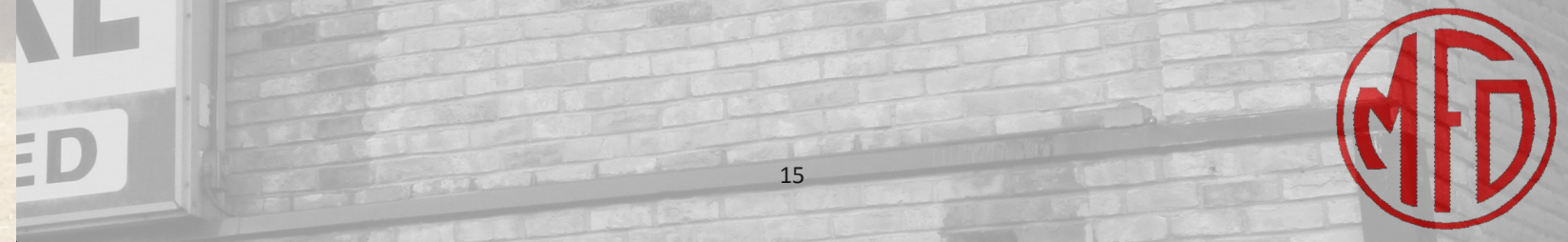
2015 was a busy year for the Second Battalion, and it was a start to many new programs, including working with neighboring communities in an effort to provide citizens with the most expedient emergency services, regardless of jurisdictional boundaries. The reciprocal relationships with Wauwatosa and the North Shore has allowed the MFD to efficiently meet the changing demands of service to these communities.

Due to heavy call volumes for all types of emergency services, the Second Battalion was selected to become a training battalion for MFD intern paramedics and probationary firefighters. This program has provided the newer firefighters with the flexibility of working on both a firefighting company and a MED unit, gaining expertise and mentoring from the most highly-trained senior firefighters and paramedics. The Second Battalion also secured an eight-acre facility with twelve buildings on North 35th and West Congress Streets, the former Bee Bus Company, to be used as a temporary training site. This extensive training ground was utilized in



ladder truck, a heavy rescue unit, and two MED units are some of the busiest companies in the city due to the growing demands of these neighborhoods where incomes are low and unemployment higher than average.

In addition to providing emergency services, these companies are 100% committed to increasing the quality of life within their response areas; consistently out educating people on the importance of fire safety. Their commitment is genuine, and they prove this on a daily basis by finding time in their schedules to attend neighborhood block parties and



November for long forward lay or dual pumping, flat roof ventilation, rescuing firefighters off a roof, (one point suspension), search and rescue in an office building, and rescuing firefighters through small openings 8' high or higher. The tremendous amount of hours spent on education and training has a profoundly positive impact on the services provided.

An increase in high-speed vehicular accidents within the battalion prompted members to seek specialized training. In September, members of Rescue 2 hosted a Heavy Vehicle Lifting and Stabilization Class that was taught by six FDNY members. This class provided them with the technical knowledge to mitigate complex extrication scenarios. During the training some deficiencies due to equipment limitations were identified. Input led to a new Rescue 2 rig with updated equipment and capabilities being placed in service in October. The combined result of the training and equipment has allowed Rescue 2 to operate with increased speed and efficiency.

The demands placed upon the Second Battalion are constantly changing due to evolving issues within society, but the mission of providing the highest level of emergency services while projecting of professionalism, integrity, compassion, loyalty, and honesty in all that we do remains.



2015 Highlights

- Hosted the inaugural MFD Health Summit, bringing together all health partners.
- Trained peer support counselors for the fire recruit and cadet programs.
- Hosted a multi-agency workshop on how to incorporate critical incident stress management interventions into the incident command system.
- Conducted the 2nd Annual MFD Firefighter Fit Challenge.
- In collaboration with Froedtert Workforce Health and Employee Benefits, consolidated the MFD's Health and Wellness Program with Wellness Your Choice Milwaukee by incorporating the MFD fitness services to qualify for Healthy Rewards Program points.
- Conducted the 2nd Annual Fitness Assessments with 98% participation, and signed up over 200 firefighters for the Healthy Rewards Program.
- Conducted the 3rd Annual Firefighter Medical/Wellness Screening joint collaboration with 98% participation between the MFD, Wellness Your Choice Milwaukee, Froedtert Workforce Health, and the Department of Employee Relations.
- Collaborated with Greenfield Fire Department and North Shore Fire Department to create a Consortium of Sustainable Health Services, including peer support, peer fitness training, firefighter injury rehabilitation processes, sharing critical incident stress management resources and research, and support resources from the UW-Milwaukee Human Performance Lab to further enhance firefighter performance and injury prevention.





The Third Battalion covers the southwest side of the city, including Aldermanic Districts 4, 8, 10, 11, and 12, and beyond the city limits to the Village of West Milwaukee, under intergovernmental agreement. Seven fire stations with six engines, two ladder trucks, and three MED units provide fire, emergency medical services, and community education to a battalion population of over 150,000. It is also home to the MFD Hazardous Materials Team.

Besides typical residential and commercial structures, the Third Battalion protects iconic Milwaukee venues such as the Milwaukee County Zoo, Miller Park, Potawatomi Hotel and Casino, St. Luke's Hospital, and the Zablocki Veterans' Administration Medical Center.

During 2015, Third Battalion companies made over 22,000 responses; leading the way were Engine 26 and MED 3 with 3372 and 3930 runs respectively. There were seven greater alarm fires in 2015, with the largest one occurring on

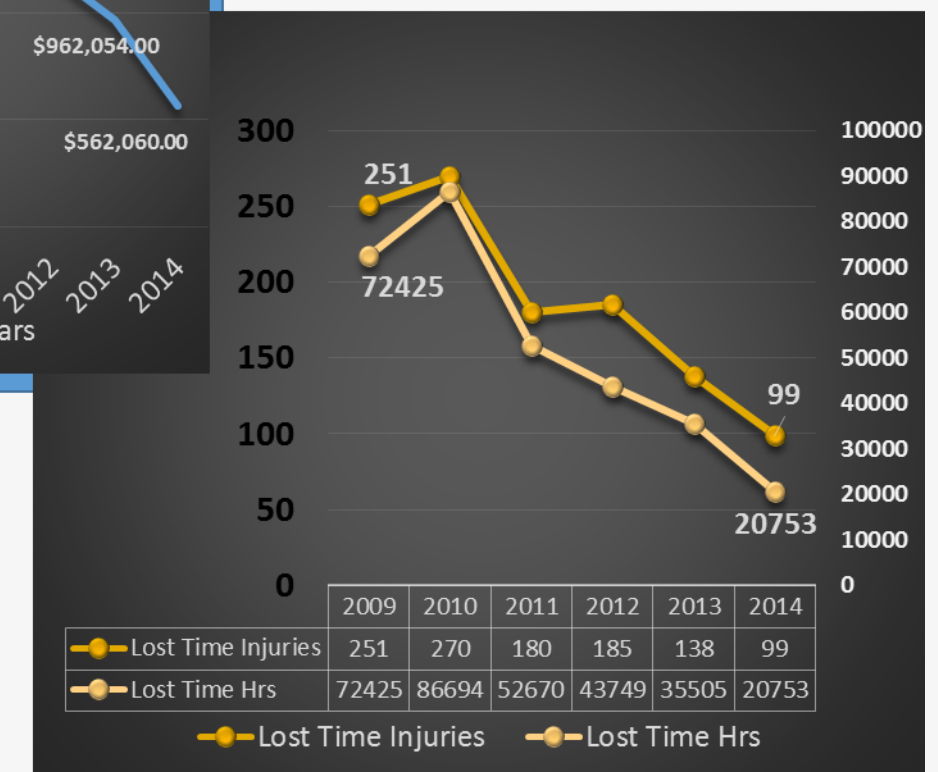
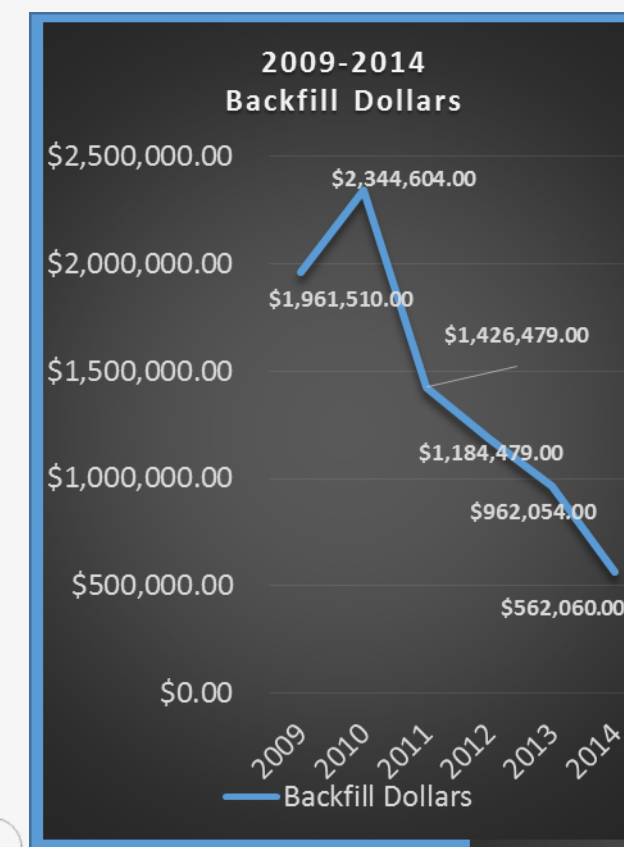
March 31 on Caesar Chavez Drive, which escalated to four alarms.

Notable events included welcoming the Greendale Fire Department into the county-wide shared services initiative, and preparing extensive pre-fire plans with Froedtert Grain Company and Miller Compressing, both significant industries in the battalion.



MFD sworn members experienced 349 total injuries, but only 96 lost time; a 3% lost-time reduction since 2014, and a 64% lost-time reduction since the start of the MFD Health, Wellness, and Injury Prevention Program in 2010. Total injuries have decreased 43% since 2010.

The amount of salary monies required for backfilling for those injured has reduced significantly since 2009.



HEALTH & SAFETY DIVISION

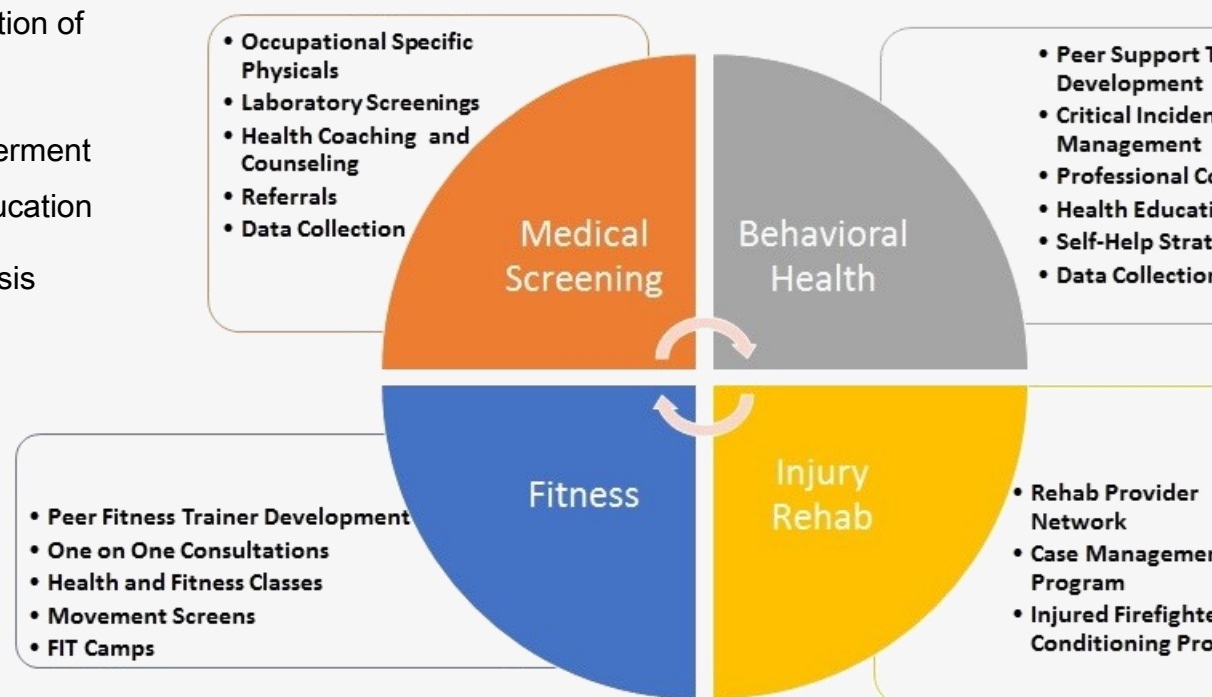
The Health and Safety Division is responsible for managing the health and safety risk factors that impact the over 900 firefighters and support personnel of the department. The scope consists of:

- Firefighter and Support Staff Occupational Safety
- Health Wellness and Performance
- Injury Rehabilitation and Case Management
- Data Management and Reporting

The Wellness Fitness Initiative (WFI) was created to improve the overall health of firefighters, reducing their vulnerability to injury and improving their ability to recover.

The components of the WFI consist of:

- Annual Firefighter Physicals in accordance with NFPA 5182
- Department Fitness Program, driven by certified Peer Fitness Trainers
- Behavioral Health/Critical Incident Stress Management Program driven by Peer Support Members and the City's Employee Assistance Program
- Firefighter-specific Injury Rehabilitation Program
- Synergistic Integration of Services
- Firefighter Empowerment through Health Education
- Quality Data Analysis



The Fourth Battalion provides emergency services to roughly the south edge of downtown to the southern city limits from 27th Street east to Lake Michigan which primarily includes Aldermanic Districts 13 and 14, but also portions of districts 8, 11, and 12. Approximately 120,000 residents and countless daily visitors are served by six engines, two ladder trucks, one rescue company, and two MED units housed among seven fire stations.

In 2015, the Fourth Battalion was granted the use of several vacant buildings scheduled for “de-construction,” due to the generosity of the Milwaukee Metropolitan Sewage District. These vacant buildings were used to familiarize the MFD’s southern shared services partners with MFD basic fireground operations and communications in the event of a first-in shared services partner arriving prior to an MFD Chief.

Training included:

- ◇ Communications
- ◇ Apparatus placement
- ◇ First-in engines and trucks expected activities
- ◇ Second-in engines expected activities
- ◇ Rescue company’s expected activities and capabilities
- ◇ First-in Chief Officer’s activities and responsibilities

All Fourth Battalion companies attended the training as well as Chief Officers from the fire departments of Oak Creek, St Francis, Greendale, and Greenfield.

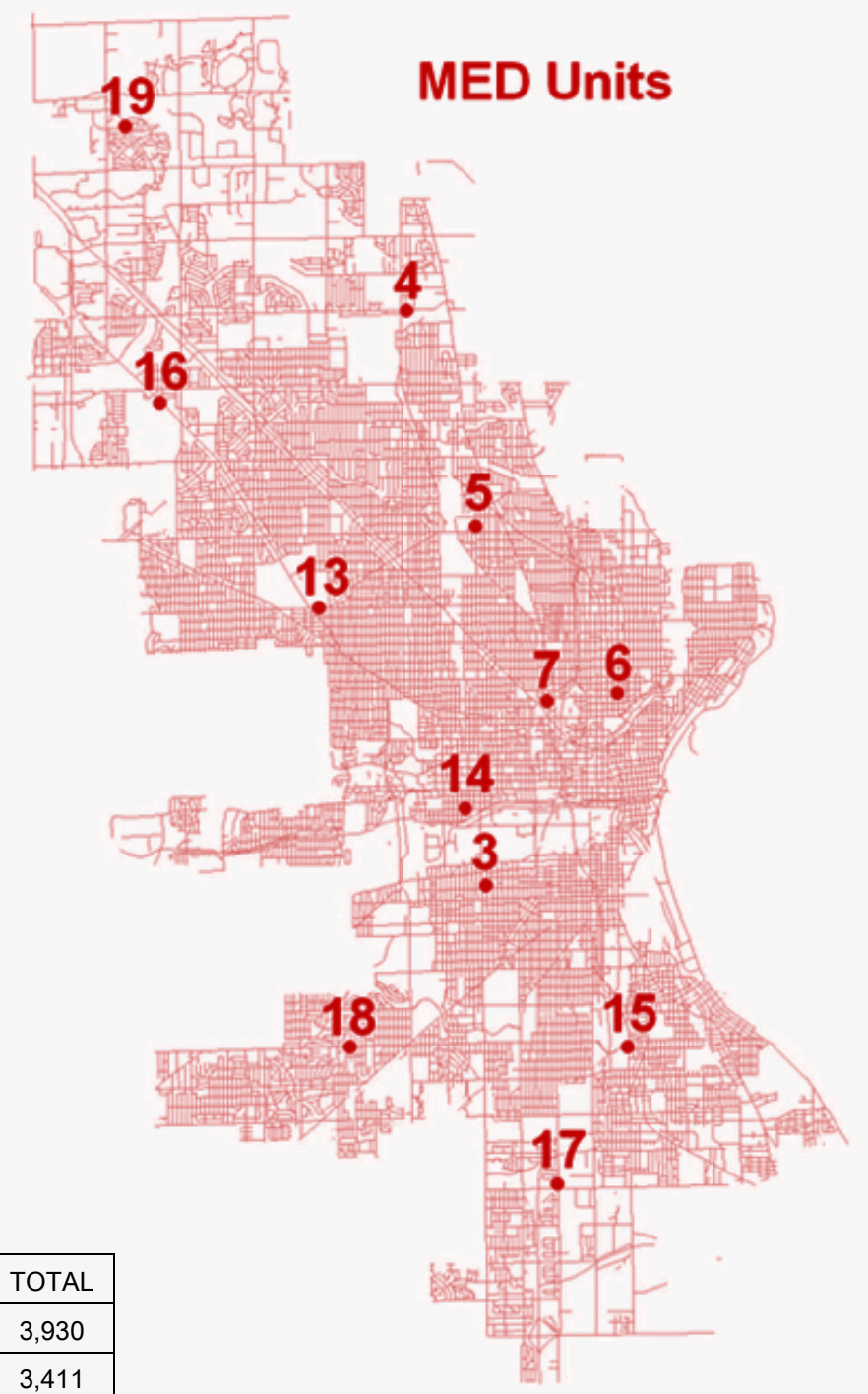




The Fifth Battalion protects the north-west side of Milwaukee, comprising the entire 9th Aldermanic District, and portions of districts 1, 2, 5, and 7. This battalion is home to many of Milwaukee’s newest or expanded housing, commercial, and industrial developments. This area’s residents, homes, and infrastructure are protected by seven engines, three ladder trucks, and three MED units. The Fifth Battalion also includes the MFD’s Training Academy, at which companies participate in trainings and related activities on a regular basis.

In addition to fire and EMS responses, community risk reduction and outreach activities include Project F.O.C.U.S, block-parties, apparatus displays, as well as pre-fire and evacuation plans for assisted living facilities and group homes. The busiest Fifth Battalion engine company in 2015 was Engine 8 with 3,767 total responses, the busiest truck company was Truck 15 with 3,987 total responses, and the busiest paramedic unit was MED 4 with 3,411 total responses.

As the Fifth Battalion borders on several Milwaukee and Waukesha County communities, its companies play an integral part in the success of the county-wide shared services initiative which include the Menomonee Falls, North Shore, and Wauwatosa fire departments.



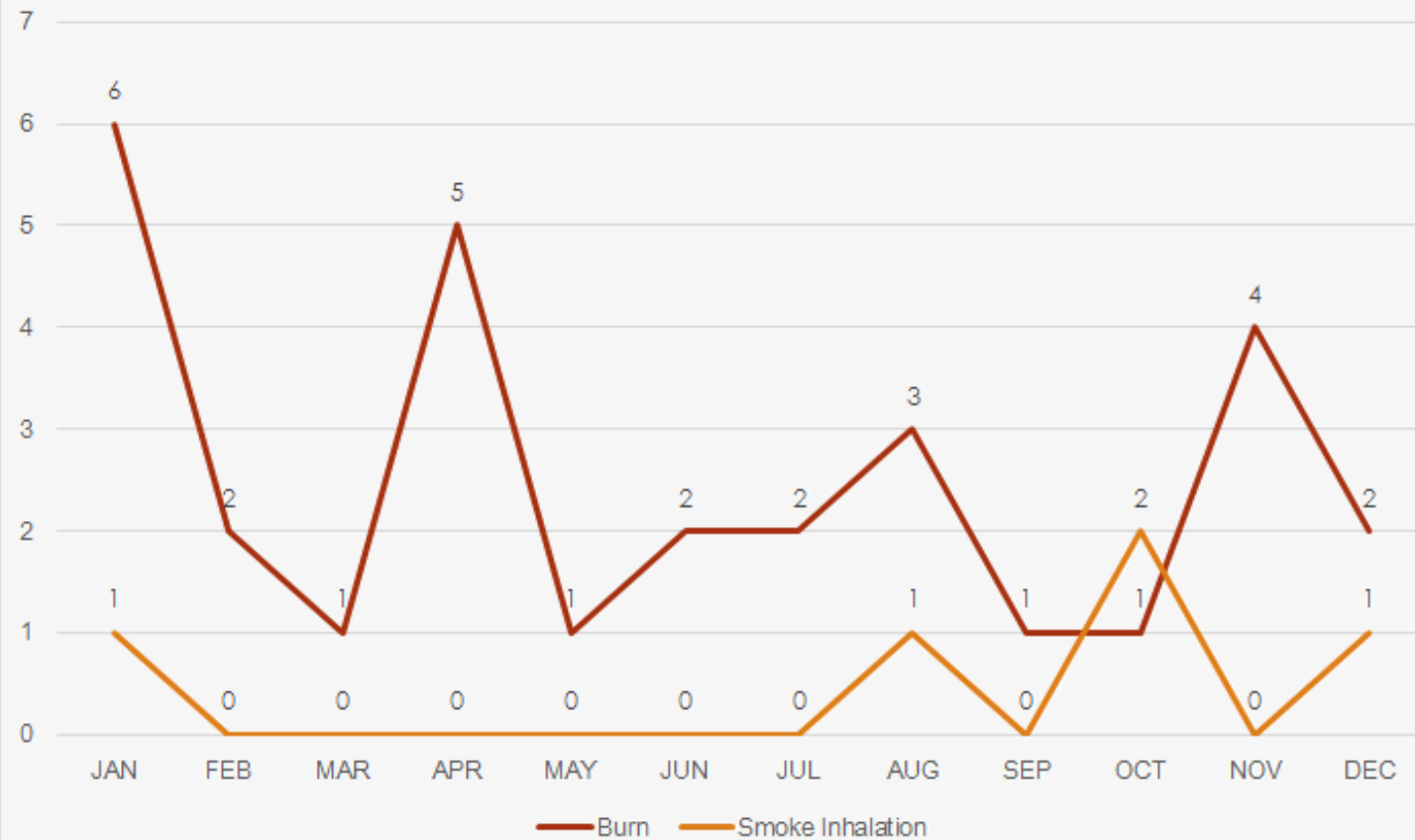
2015 MED Unit Responses

UNIT	ALS	BLS	FIRE	TOTAL
M03	3,315	421	194	3,930
M04	2,810	449	152	3,411
M05	4,706	851	265	5,822
M06	3,479	575	191	4,245
M07	4,089	773	218	5,080
M13	3,768	565	212	4,545
M14	3,157	500	207	3,864
M15	2,320	281	119	2,720
M16	2,865	333	152	3,350
M17	1,507	106	65	1,678
M18	1,520	165	56	1,741
M19	1,422	169	85	1,676

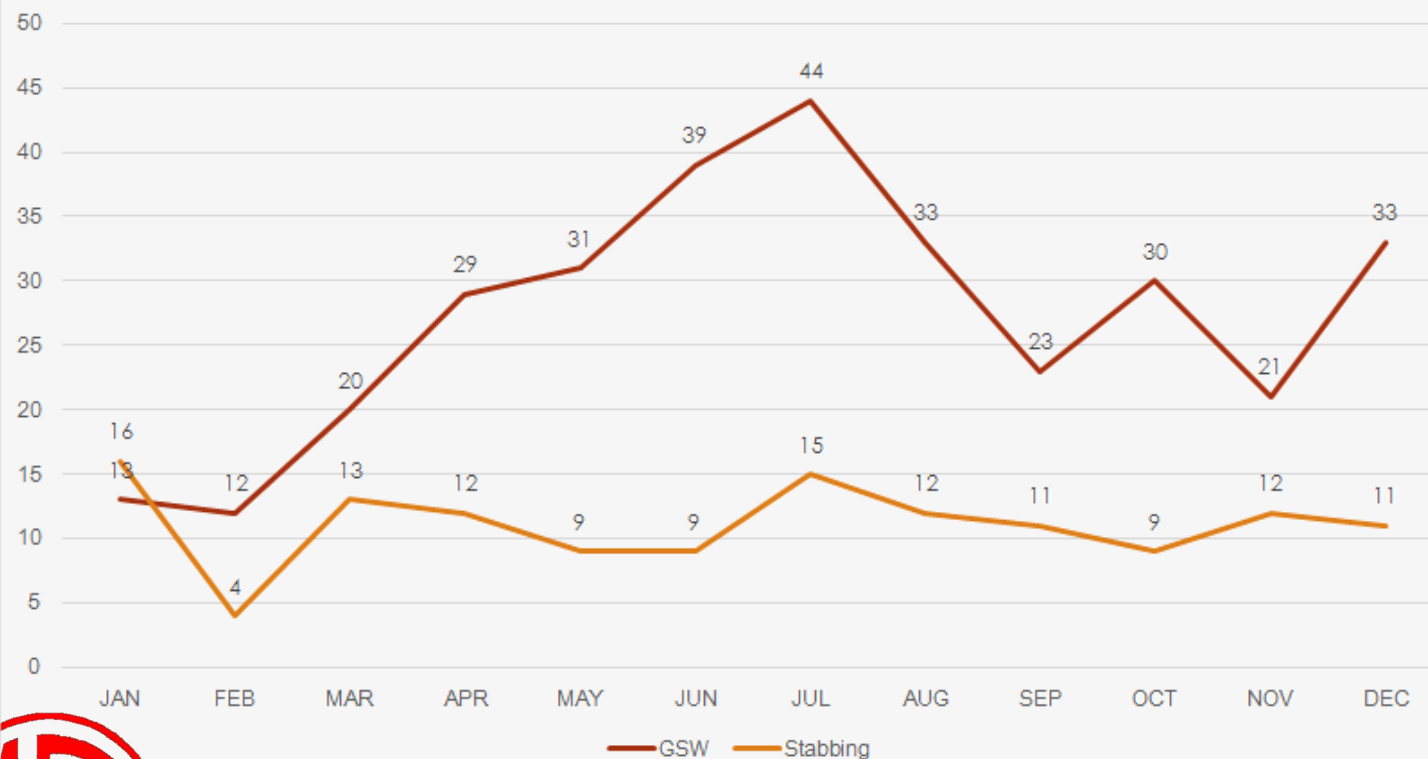


AL OPERATIONS DIVISION

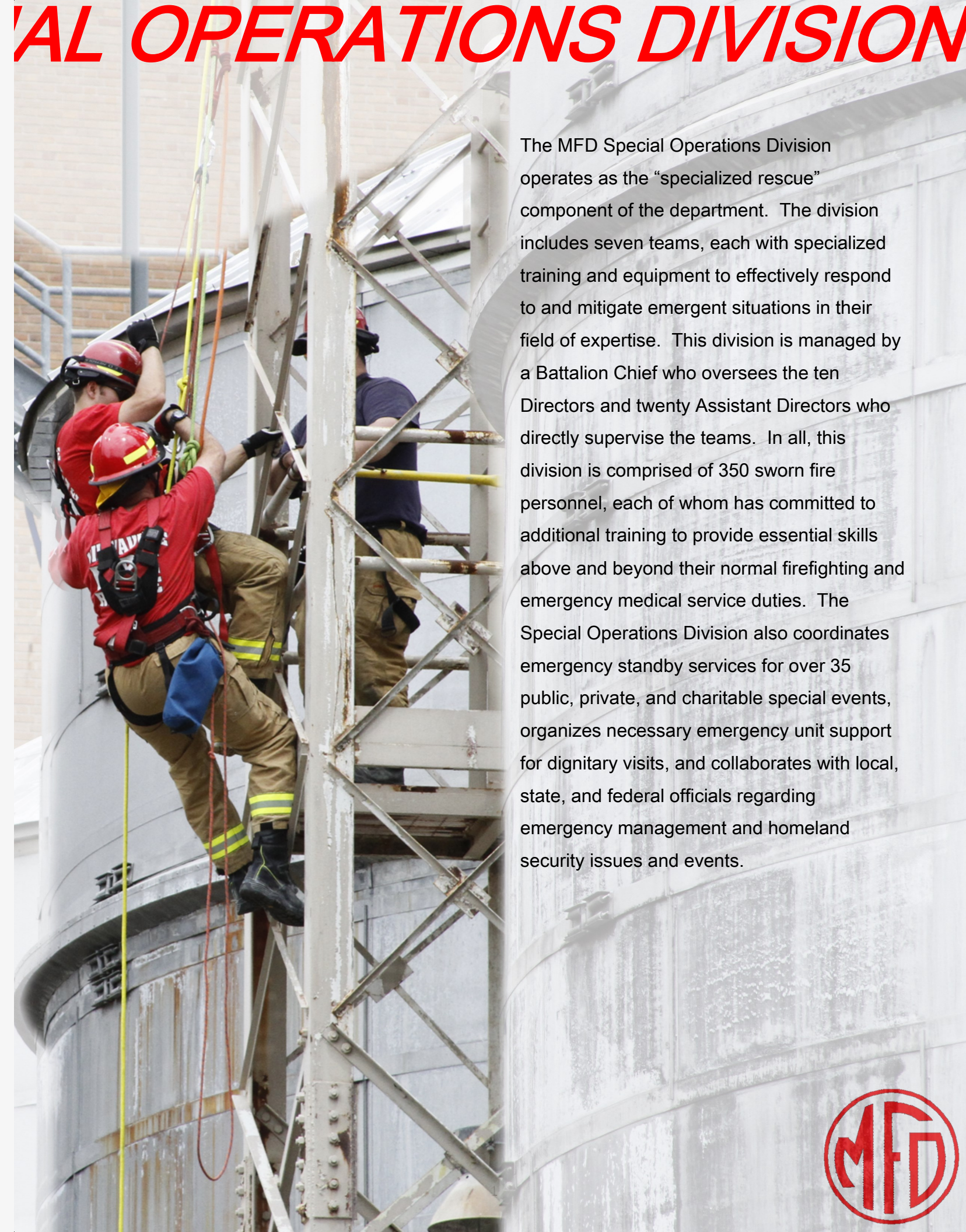
2015 Burn & Smoke Inhalation Patients



2015 Penetrating Trauma Patients



The MFD Special Operations Division operates as the “specialized rescue” component of the department. The division includes seven teams, each with specialized training and equipment to effectively respond to and mitigate emergent situations in their field of expertise. This division is managed by a Battalion Chief who oversees the ten Directors and twenty Assistant Directors who directly supervise the teams. In all, this division is comprised of 350 sworn fire personnel, each of whom has committed to additional training to provide essential skills above and beyond their normal firefighting and emergency medical service duties. The Special Operations Division also coordinates emergency standby services for over 35 public, private, and charitable special events, organizes necessary emergency unit support for dignitary visits, and collaborates with local, state, and federal officials regarding emergency management and homeland security issues and events.



HAZARDOUS MATERIALS TEAM

The MFD Hazardous Materials (HazMat) Team operates under an emergency response plan and standard operating guidelines to control, eliminate, or otherwise minimize hazards to life, property, and the environment from a released hazardous material. As a State of Wisconsin Tier 1 Team (one of only two state Tier 1 teams), the MFD HazMat Team also responds regionally as requested for larger scale releases and spills. HazMat Team members, apparatus, and equipment are assigned to Fire Station 25. In 2015, the team responded to 88 specialized calls for service; three of which were FULL HazMat responses, and 85 Level-2 responses.

2015 Highlights

Training and Equipment

- Based on intelligence reports, MFD HazMat concentrated heavily on CBRN (chemical/biological/radiological/ nuclear), and clandestine lab threats. Emphasis was placed not only on recognition of these scenarios, but safe operation within them.
- Joint training sessions were conducted with:
 - ⇒ Local FBI personnel (overview of homegrown terrorism, drug labs, passenger rail terrorism)
 - ⇒ 54th Civil Support Team (focused on radiological emergencies)
 - ⇒ Wisconsin Lab of Hygiene (ongoing assessment of unknown substances)
 - ⇒ Milwaukee County Emergency Management (railroad response guidelines and tabletop exercise)
 - ⇒ Cudahy Fire Department and Patrick Cudahy personnel (anhydrous ammonia)
 - ⇒ Shell Oil Company and Milwaukee County Airport Fire Department (bulk fuel storage and fuel spill)
 - ⇒ Team Industrial Services, a local industry with an extensive amount of radiological on-site materials (radiation detection and mitigation)
- Several members attended highly specialized training seminars including Crude Oil Rail Transport, and Rail Advanced Tank Car Specialist, both in Pueblo, Colorado.
- Purchased a Mercury vacuum to aid in the mitigation of Mercury spills in an industrial setting, bringing the team in line with the requirements of a Tier I State of Wisconsin Hazardous Materials Team.

driven to the hospital he was able to go to an emergency department that was familiar with him and the knowledge of his previous stroke history.

"Milwaukee's Shelter & Transitional Housing Task Force would like to commend the MFD and the Community Paramedics for their leadership and compassionate, skilled interventions. We sincerely hope that they will be able to continue to provide outreach services to Milwaukee's homeless population. Clearly, this is both a cost-saving, and life-saving service. Together in service."



dedication to serving some of Milwaukee's most vulnerable citizens.

CPs performed much needed medical evaluations for clients, who prior to the MIH Program, refused to allow medical evaluations to take place. The clients were grateful to be able to ask questions, receive referrals, and accept assistance from people who were kind and compassionate, and who they felt they could trust. This successful collaboration proved evident when a CP came to assist Cathedral Center staff with a very trying client situation in which a woman clearly in need, refused to seek medical attention. The CP's kind and understanding response not only made a difference to the client, but offered support to the staff who were at a loss as to what to do next.

Perhaps one of the most significant successes during the pilot program is the life that was saved during Milwaukee's Project Homeless Connect Event in October of 2015. This annual one-day event serves to connect Milwaukee's homeless to services and resources to help them with a myriad of basic needs. The 2015 event included MFD Community Paramedic Teams. An older gentleman was assessed to have dangerously high blood pressure which required medical intervention.

Because he was assessed early enough to be able to be

Mobile Integrat
COMMUNITY



UW

UNIVERSITY of
MILWAUKEE

Events/Activities

- Completed second full year operating as one of two Tier I HazMat teams in the State of Wisconsin which required receiving specialized training, becoming adept at a new reporting system and response matrix, and increasing metering capability.
- Responded to several large-spill highway events where multi-gallon spills of petroleum as well as acid/corrosive products occurred repeatedly over long distances.
- Provided suburban fire departments with a focused presentation and familiarization of team capabilities including how to best utilize the Wisconsin tiered system, and activating Milwaukee HazMat to assist their communities.
- Partnered with the Milwaukee Department of Neighborhood Services, Milwaukee Health Department, and Milwaukee County Emergency Management in touring several local businesses with very high hazardous materials risks, providing insight into the inherent dangers along with suggestions on how to best reduce danger to the public and first responders.
- ACME Galvanizing three-alarm fire – zinc plating company, numerous chemicals involved; HCN concern with high levels.
- 2829 South 5th Court - explosion-nitric oxide mixed with small quantity of glycol in storage tank, hole blown in roof and walls buckled - no injuries.

HEAVY URBAN RESCUE TEAM

The MFD Heavy Urban Rescue Team (HURT) is a "jack-of-all-trades" rescue team available for a multitude of emergency types. The HURT's main certified disciplines include structural collapse rescue, trench rescue, confined space rescue, and high/low angle rope rescue. The HURT also provides rescue capabilities in advanced extrication techniques, heavy lifting techniques, and firefighter rapid intervention (saving our own). HURT members, apparatus, and equipment are assigned to Fire Stations 12 and 24. In 2015, the team responded to six specialized calls for service and the rescues responded to all structure fire and auto extrication incidents.



2015 Highlights

Training and Equipment

- The HURT continued the in-house training program for existing members and new recruits to exceed certification requirements. Relationships with area businesses and other governmental agencies continued to provide realistic training opportunities; in 2015, the team partnered with the Milwaukee County Zoo and Mount Olivet Cemetery for specific training.
- Emphasis on heavy vehicle lifting and extrication continued. The team contracted for a hands-on course in heavy lifting and stabilization involving scenarios which included school buses, fire engines, and a cement truck. This training, along with focused 2015 equipment purchases, has enhanced the evolution of the HURT into a true heavy rescue team.
- Increased training opportunities with MABAS Division 107 partner-departments provided enhanced rapid intervention team capabilities for dangerous events occurring in those communities.
- The HURT continued to act as a public resource available for training and safety information sharing. Training was conducted with both City and County of Milwaukee Forestry Departments, safety presentations were made for the County Zoo and Department of Public Works personnel, and the team worked with Battalion Chiefs across the city to aid battalion-level trainings.

Events/Activities

- Members of the HURT distinguished themselves with multiple fire rescues during the year. Both rescue companies received unit citations and five members received Class A Fire Rescue awards. For the second year in a row, a retiring member of the HURT was recognized as a recipient of an MFD Lifetime Achievement Award.
- Rescue 1 and Rescue 2 worked at many unstable auto extrication events under sometimes extraordinary conditions; patients were provided with rapid access to medical services thanks to the specialized extrication equipment and techniques provided by the rescue companies.

DIVE RESCUE TEAM

The MFD Dive Rescue Team consists of certified rescue swimmers/divers available for rapid rescue



Through referral, the MIH Program will serve as a bridge that connects healthcare silos. In a healthcare navigator role, the CP will follow up with patients after discharge to re-affirm understanding and adherence to discharge instructions. The CP will perform a baseline evaluation in the client's home by assessing their medical, social, and mental healthcare needs.

Once the assessment process is complete, an individualized care plan will be developed in conjunction with the discharging hospital or primary care provider (PCP). This care plan will outline future steps for the client, including multiple home visits/checkups, with the overreaching goal of ensuring that the client has appropriate medical oversight. The CP will help the client navigate the healthcare system, connecting them with appropriate services.

Through the healthcare navigation process and in collaboration with hospitals, the following areas will be addressed:

- Re-admission avoidance for such issues as COPD, CHF, pneumonia, post MI, and post hip/knee arthroplasty
- High frequency utilizers of emergency departments and the 911 system
- Hospice recidivism and revocation
- Chronic illness management for such issues as asthma, HTN, and DM

The MFD MIH Program will also address *Milwaukee-specific* concerns including, but not limited to:

- Project Sleep Safe/infant mortality
- Smoke detector/carbon monoxide installs
- Firearm safety
- Addiction cessation services
- New parent information and services
- Homeless outreach

Homeless Outreach

During the pilot program, CPs visited homeless shelters bringing services to clients who may have otherwise allowed their physical and mental health issues to escalate to emergency status. The CPs' friendly, authentic, and collaborative manner demonstrated compassion, professionalism, and a true



- In a collaborative manner with local hospitals, work to pair under-utilized resources with the under-served.
- Save millions of valuable healthcare dollars.
- Most importantly, in conjunction with HOME GR/OWN Milwaukee, and the Strong Neighborhoods programs, we have a *healthier* Milwaukee!!

The motto for the program is the “Triple Aim” from the Institute of Healthcare Improvement

Better Health

Better Care

Lower Costs

The primary purpose of the MIH Program is to address the needs of the under-served citizens of Milwaukee who are recipients of disparate healthcare. These citizens often have a myriad of healthcare issues but do not have ready access, perceived or real, to quality healthcare. In the past, the MFD’s response to these patients has been to their 911 calls to mitigate issues to the extent of its ability, and transport them to the hospital emergency department. The MIH Program will allow the MFD to provide proactive medical treatment to the most at-risk citizens while assisting them in navigating the healthcare system.



operations involving water-related emergencies in or on the water. Dive Rescue Team members, apparatus, and equipment are assigned to Fire Station 3. In 2015, the team responded to nineteen specialized calls for service, rescuing a total of six victims; five from beneath the surface, and one on top of thin ice.

2015 Highlights

Training and Equipment

- Twenty new team members successfully completed Public Safety Diver Certification over an 80-hour course taught as a hybrid by certified MFD instructors and a recognized private agency. Portions of the training were accomplished at the Schroeder Aquatic Center, in the Milwaukee River, and in Lannon Quarry.
- The transfer of the Zodiac raft and full sonar search operations to the Boat Pilot Team was completed, allowing the divers to concentrate on dive rescue operations.
- A diver fitness committee was formed to create diver-specific physical fitness training in cooperation with the city’s wellness initiative, and the IAFF Health and Wellness Program.
- Seven new SCUBA dive masks, outfitted with the latest in underwater communications technology, were purchased through Port Security Grant funding.

Events/Activities

- The Dive Team provided water rescue and safety services for numerous special events, including the New Year’s Day Polar Plunge, the Special Olympics Polar Plunge, and the USA Triathlon.
- The Dive Team continued working through the media to transmit public safety messages regarding thin ice, swift water, and cold water immersion dangers.
- Communications with the Milwaukee Police Department Dive Team continued to improve, as the teams worked together within their scope of authority. A memorandum of understanding (MOU) was signed to qualify each team’s responsibilities regarding rescue and recovery operations.
- Research began with the U.S. Coast Guard to create an updated mapping system identifying all bodies of water within the city. The goals to identify, define, and pre-plan each of these water threats will enable safer and more efficient dive and swift-water rescue operations.
- The team participated in multi-agency thin ice rescue training hosted by the U.S. Coast Guard to streamline rescue techniques throughout the area.



BOAT PILOT TEAM

The MFD Boat Pilot Team consists of certified boat pilots available for rapid response during the boating season. The 40' jet-drive vessel, Fireboat Trident, provides fire protection to waterfront properties and marine tributaries. The Trident provides immediate on-to the boating and marine public, and also assists the incidents needing a diving platform for underwater Team members, apparatus, and equipment are

2015 Highlights

A renewed emphasis on pilots achieving and maintaining a national standard level of competency through the NASBLA curriculum brought the entire team to a new level of proficiency in the maritime environment. In addition, the continued training on search and rescue techniques utilizing sonar equipment has helped fortify the ability to provide enhanced operational services throughout southeastern Wisconsin.

pilots available for rapid response Fireboat Trident, provides fire sels along Lake Michigan and its water emergency medical services MFD Dive Rescue Team with rescue operations. Boat Pilot assigned to Fire Station 1.



E—COMMUNITY PARAMEDICS

- ⇒COPD
- ⇒Diabetes
- ⇒Neurologic Conditions: Stroke/TBI/MS/MD
- ⇒Wound Care
- ⇒Oral Care
- ⇒Mental Health
- ⇒Newborn/Maternal Assessment

Training is designed to allow paramedics to operate at the top of the state-defined paramedic scope of practice; MFD CPs operate in an expanded role, not an expanded scope. Successfully integrating CPs into the Milwaukee healthcare landscape will involve focusing on the six "C's."

- **Community:** addressing a current unfulfilled need
- **Complementary:** enhancement without duplication
- **Collaborative:** interdisciplinary practices
- **Competence:** qualified practitioners
- **Compassion:** respect for individuals
- **Credentialed:** legal authorization to function

The target program population is the sub-population of 9-1-1 users that call at least five times in a three-month period. This sub-population, members of the high-utilizer group, are contacted on a non-emergent basis to ascertain if they would be willing to participate in the voluntary MIH Program, free of charge.

The program's goals are to:

- Insert CPs as an integral part of the healthcare system before it is an emergency!
- Reduce unnecessary BLS and ALS transport to the emergency department via ambulance.
- Utilize current resources in a proactive way.
- Enhance public perception of the MFD as a caring, forward-thinking organization.
- Provide the citizens a "medical home" and assist in navigating them towards appropriate care.



MOBILE INTEGRATED HEALTHCARE

In 2015, the MFD began building the infrastructure and providing the training to its paramedics for a new and proactive pre-emergency healthcare initiative called Mobile Integrated Healthcare (MIH). The MIH Pilot Program ran for three months from October through December of 2015 and community paramedics (CPs) served as healthcare navigators to 75 patients, 46 of which were in homeless shelters.

The MIH Program is an innovative way for the MFD to be proactive in its delivery of medical services to the citizens of Milwaukee. The program uses department paramedics (who have volunteered to become CPs by receiving 200 additional hours of training through the UW-Milwaukee College of Nursing) to make scheduled medical visits to the City's most at-risk population.

The following criteria must be met to become a Community Paramedic:

- Licensed paramedic (EMT-P)
- Possess full-practice privilege status from Milwaukee County EMS at the time of application
- Attend and successfully complete Community Paramedic Training

Through the UW-Milwaukee College of Nursing, community paramedic training consists of instruction using the core modules below from the North Central EMS Institute's Community Paramedic Curriculum (v.3).

- Role of the Community Paramedic
- Social Determinants of Health
- Public Health and the Primary Care Role of the Community Paramedic
- Developing Cultural Competence
- The Community Paramedic's Role Within the Community
- The Community Paramedic's Personal Safety and Wellness
- Care Modules to include Pathophysiology, Assessment and Priority Setting
 - ⇒Congestive Heart Failure
 - ⇒Hypertension
 - ⇒Asthma

Training and Equipment

- The crew of Fireboat Trident logged over 2,500 hours of maritime training during the 2015 boating season.
- Formal boat team job performance qualification requirements and standard operating procedures were instituted.
- The process of training ten new boat pilots began.
- The Boat Pilot Team partnered with the U.S. Coast Guard in boat handling drills and maritime fire response.
- Five members attended the twenty-hour course on search and rescue sonar operations in Traverse City, Michigan.
- Training was held with the Sheboygan County Dive Team utilizing Fireboat Trident as the dive platform.

Events/Activities

- Public relations assignments were increased, utilizing the fireboat to promote a positive image for the MFD and the City of Milwaukee.
- Fireboat Trident was the first on-scene at an engine fire on a vessel outside the breakwater by the lighthouse, close to the Hoan Bridge.
- An 18-20' recreational boat crashed into the breakwater east of the Marcus Amphitheater; two adult females were surface-rescued by the U.S. Coast Guard, and two adult males were found at the bottom of Lake Michigan by the MFD Dive Team using Fireboat Trident as a dive platform.
 - Members of the Boat Pilot Team:
 - ⇒gave over thirty tours of the fireboat to citizens ranging from 4 to 94 years old.
 - ⇒gave eight personalized boat tours/rides for winners of local charity auctions.
 - ⇒completed over fifteen scheduled PR assignments including South Shore Yacht Club Gala, Northwestern Mutual Roots & Wings Run/Walk, and a Harley Davidson Museum Celebration.
 - ⇒provided standby EMS and fire protection for the annual Air and Water Show.
 - ⇒provided standby EMS and fire protection for the commissioning ceremony of the USS Milwaukee.



INCIDENT COMMAND POST TEAM

The MFD Incident Command Post (ICP) Team provides support for incident commanders by assisting with radio/telephone communications, personnel/company accountability, Internet access, and other logistical needs. Functional assets of the ICP include aerial camera views of the scene, maps of the scene showing company locations, enhanced communications, event logs, personnel accountability systems, public broadcast information, Department of Transportation camera feeds, infrared camera capabilities, MABAS card storage, smart-board technology, and white-board availability. ICP Team members, apparatus, and equipment are assigned to Fire Station 2. In 2015, the ICP responded to eight calls for service and numerous special events.

2015 Highlights

Training and Equipment

- The ICP Team participated in a multi-jurisdictional communication exercise in Oshkosh.
- With Ozaukee County Emergency Management, the ICP Team participated in an exercise simulating a tornado taking down communication towers around the area.

Events/Activities

- Aside from city responses for service on all third alarm fires, and as special-called by the MFD Incident Commander, the Incident Command Post remains available for Milwaukee County mutual aid and nearby MABAS divisions to assist with command support for multiple alarm fires and large events.
- On consecutive days on the city's southside, the team responded to three-alarm and four-alarm fires .
- The ICP Team ran communications and assisted with incident command during several large-scale special events in and around the City of Milwaukee, including:
 - ⇒July 3rd Downtown Fireworks
 - ⇒Susan G. Komen Race for the Cure
 - ⇒Milwaukee Running Festival
 - ⇒Rock 'n Sole Half Marathon
 - ⇒Lakefront Marathon
 - ⇒Milwaukee Air and Water Show
 - ⇒USA Triathlon

Toughbooks

All field units were supplied with new Toughbooks and docking stations for electronic patient care documentation. BLS units switched from a tablet device, and all units now have added keyboard options for ease of narrative documentation.

Studies

The MFD continues to contribute to ongoing resuscitation studies. Study data from the MFD, along with other resuscitation outcome consortium agencies, helped define the new American Heart Association's recommendations for 2016. In addition, the MFD along with other MCEMS agencies, began enrolling patients in the Tranexamic Acid Study which will examine emergency treatment of blunt and penetrating head trauma.



This training and evaluation portfolio became a pilot program in 2014 and has since been evaluated, updated, and implemented in 2015. Once intern paramedics serve 50 shifts on a MED unit and have completed their Paramedic Benchmark, Training and Evaluation Portfolio, they may request to transition to full-practice paramedics. Full-practice paramedics have the ability to work alone as a PFR or act as an officer on a MED unit. To qualify as a full-practice paramedic, they must pass a Milwaukee County EMS (MCEMS) System Exam which tests their knowledge of the Milwaukee County EMS Standards of Care Manual. In addition, they must pass an intern-to-full-practice simulation exam. The simulation test examines the paramedic's knowledge and critical thinking skills required to treat both children and adults at both medical and trauma situations.

EMS EQUIPMENT/SUPPLIES/STUDY UPDATES

Stryker Power-LOAD System

MED 7 received the first Stryker Power-LOAD system in August 2015. The goal of implementing a power loading system is to improve patient and crew member safety. Power-LOAD has a 700 lb. capacity that supports the cot throughout the loading and unloading process, thereby reducing spinal loading, and the risk of cumulative trauma injuries, as well as providing exceptional crash safety.

Paramedic Bike Response (PBR)

The MFD Paramedic Bike Response Team received a new fleet of twelve Trek bikes purchased early in the year from Wheel & Sprocket. Assorted sizing, 29" wheels, and disc brakes provide comfort and durability in all response conditions. Five-year service and tune-ups were provided with trade-ins of the old fleet which had been utilized since 2007. PBR members were provided with ANSI compliant jackets for brighter, bolder 'FIRE MEDIC' designation for crowd and agency recognition.



TACTICAL EMERGENCY MEDICAL SERVICES TEAM

⇒Briggs Al's Run/Walk

The MFD Tactical Emergency Medical Services (TEMS) Team consists of certified paramedics with enhanced training in tactical procedures and medical concepts to provide tactical medical support and humanitarian aid for law enforcement, civilians, and potential suspects during high-risk critical incidents. TEMS members, apparatus, and equipment are assigned to Fire Station 23. Housing additional paramedic units MED 20, MED 21, and MED 22 (an all-terrain patient-access and movement vehicle) at Fire Station 23, along with their daily staffing complement of four paramedics, has allowed the department the flexibility to SURGE, or shut down an engine company in order to place two additional MED units into service during large call volume periods.

2015 Highlights

Training and Equipment

- The TEMS Team participated in:
 - ⇒ multiple joint-trainings with the Milwaukee Police Department, focusing on threat topics such as hostage and barricaded subjects in buildings, buses, and planes, officer down, and sniper threats.
 - ⇒ county-wide active shooter scenario training at Wisconsin State Fair Park. Combined roles and responsibilities with neighboring agencies to collaboratively mitigate threats and overcome domestic threat challenges.
 - ⇒ inter-team training with HazMat covering threat topics such as protective equipment capabilities and limitations, scene decontamination equipment and procedures, and trending domestic threats.

Events/Activities

- Numerous police officers and citizens were evaluated, treated, and transported from high risk events by TEMS personnel. In 2015, there were 112 specialized calls for their service, most on request of the Milwaukee Police Department.
- The SURGE program offered citizens rapid ALS care 161 times in 2015 when adequate numbers of MED units were unavailable within the city.





state regulations. The MFD now has a newly assigned HIPAA compliance officer who oversees annual trainings and updates.

CPR in High Schools

The MFD along with Milwaukee Public Schools (MPS) , American Heart Association, the Adam Project, and other key community partners have created a committee with the goal to introduce hands-only CPR training to every graduating MPS student. A pilot program, which will include one of the larger high schools in the MPS system, is in the planning stages. Starting a CPR program such as this will inform young people on how to recognize a cardiac emergency and take appropriate action. In the long-term, more citizens trained in hands-only CPR, who are willing to become engaged upon recognition of a cardiac emergency, will improve the outcomes of people who experience an out-of-hospital cardiac event.

Paramedic Training

- Twenty cadets were trained as paramedics in 2015, and seventeen are practicing in the field assigned as fire paramedics who work 50% of the time on fire apparatus, and 50% of the time on MED units for their probationary year. This new training method helps create an exceptional cross-trained employee.
- Sixteen additional MFD members completed paramedic training through Milwaukee County EMS in 2015.
- Eleven cadets trained as EMTs and moved forward to start their paramedic training with Milwaukee County EMS.

Intern Paramedic Training

Intern paramedics are now issued a “Paramedic Benchmark, Training and Evaluation Portfolio” to complete when they become licensed paramedics. This training program sets daily, monthly, and six-month training and skill completion goals. The overall goal is to ensure that intern paramedics receive the training they need to be a competent, effective paramedic first responders (PFRs) who are also prepared to work as an acting officer on a MED unit when they transition into a full-practice paramedic.





2015
Milwaukee County
59th Paramedic Class



Robert Bland



Jonathan Cieslak



Anthony Davila



Christopher Dehli



Steven Fuchs



Jeremy Gumm



Zachary Hennessy



Bradley Jackson



Tyler Lindstad



Gregory Lyons



Brian Merkel



Zachary Nessler



Tremell Noble



Robert Rehberger



Matthew Thundercloud



Joshua Wilde

costs and carbon footprint. This model of refresher training is made possible through the award of the FEMA Assistance to Firefighters Grant issued by the State of Wisconsin. The funds from this grant cover some of the costs of the online learning system as well as instructors.

In 2015, all sworn department members received the most current up-to-date HIPAA training specific to their roles and responsibility. The MFD's EMS Standard Operating Guidelines, Notice of Privacy Practice Literature, and HIPAA Manual were updated to become fully compliant with federal and

FIRE INVESTIGATION UNIT

The MFD Fire Investigation Unit (FIU) is mandated by state law and municipal ordinance to determine the cause and origin of fires within the City of Milwaukee. The FIU consists of personnel specially trained to utilize the most up-to-date techniques in fire investigation, in cooperation with local, state, and federal law enforcement agencies. The FIU is dispatched to scenes with damages over \$10,000, fire fatalities, fire injuries, and suspicious, incendiary, or trend fires, responding with a vehicle that is outfitted with tools and equipment needed to support on-scene fire investigations. The FIU reports annually on fire-related incidents under four general classifications: incendiary, accidental, natural, and undetermined. The FIU has one 24-hour investigator on duty at all times operating out of Fire Station 5. In 2015, approximately 393 fires were investigated by the MFD FIU. A total of 10 fire fatalities occurred in 2015, after also experiencing 10 fire fatalities in 2014.

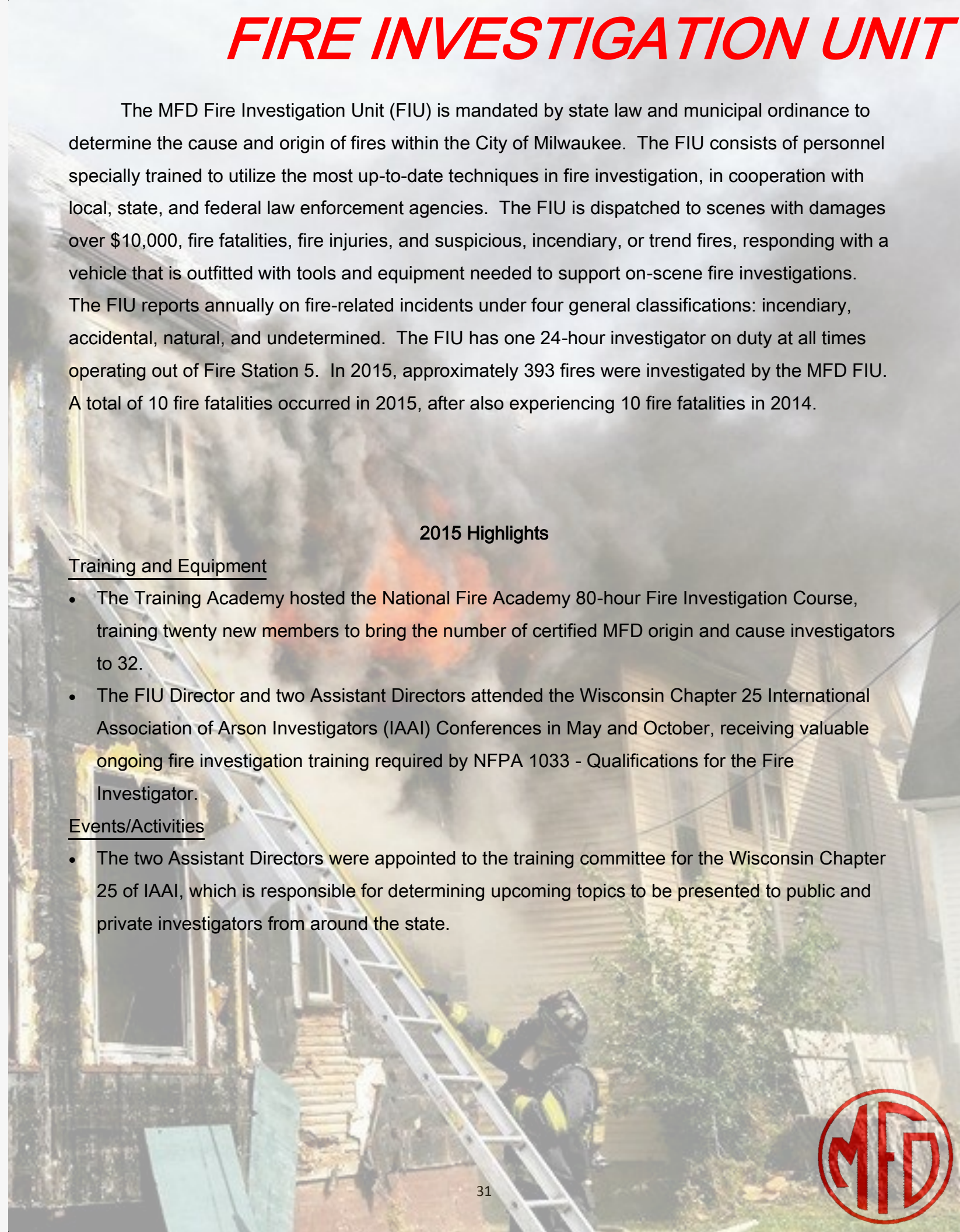
2015 Highlights

Training and Equipment

- The Training Academy hosted the National Fire Academy 80-hour Fire Investigation Course, training twenty new members to bring the number of certified MFD origin and cause investigators to 32.
- The FIU Director and two Assistant Directors attended the Wisconsin Chapter 25 International Association of Arson Investigators (IAAI) Conferences in May and October, receiving valuable ongoing fire investigation training required by NFPA 1033 - Qualifications for the Fire Investigator.

Events/Activities

- The two Assistant Directors were appointed to the training committee for the Wisconsin Chapter 25 of IAAI, which is responsible for determining upcoming topics to be presented to public and private investigators from around the state.





The role of the MFD at these events is simple – keep every single person safe and respond to emergencies as they occur. At this year's Rock N' Sole Half-Marathon two runners went into full cardiac arrest within minutes of each other in two different legs of the race. "For a half-marathon, the chance of full cardiac arrest occurring is about 1 per 400,000 runners. For two of them to occur in a single event is exceptionally rare," Medical Director for the Milwaukee County Emergency Management System, Dr. M. Riccardo Colella said. The MFD was able to quickly respond and effectively treat the patients because of the EMS resources assigned to the event.

TRAINING AND EXERCISES

General Mitchell International Airport 2015 Exercise/Mass Casualty Drill

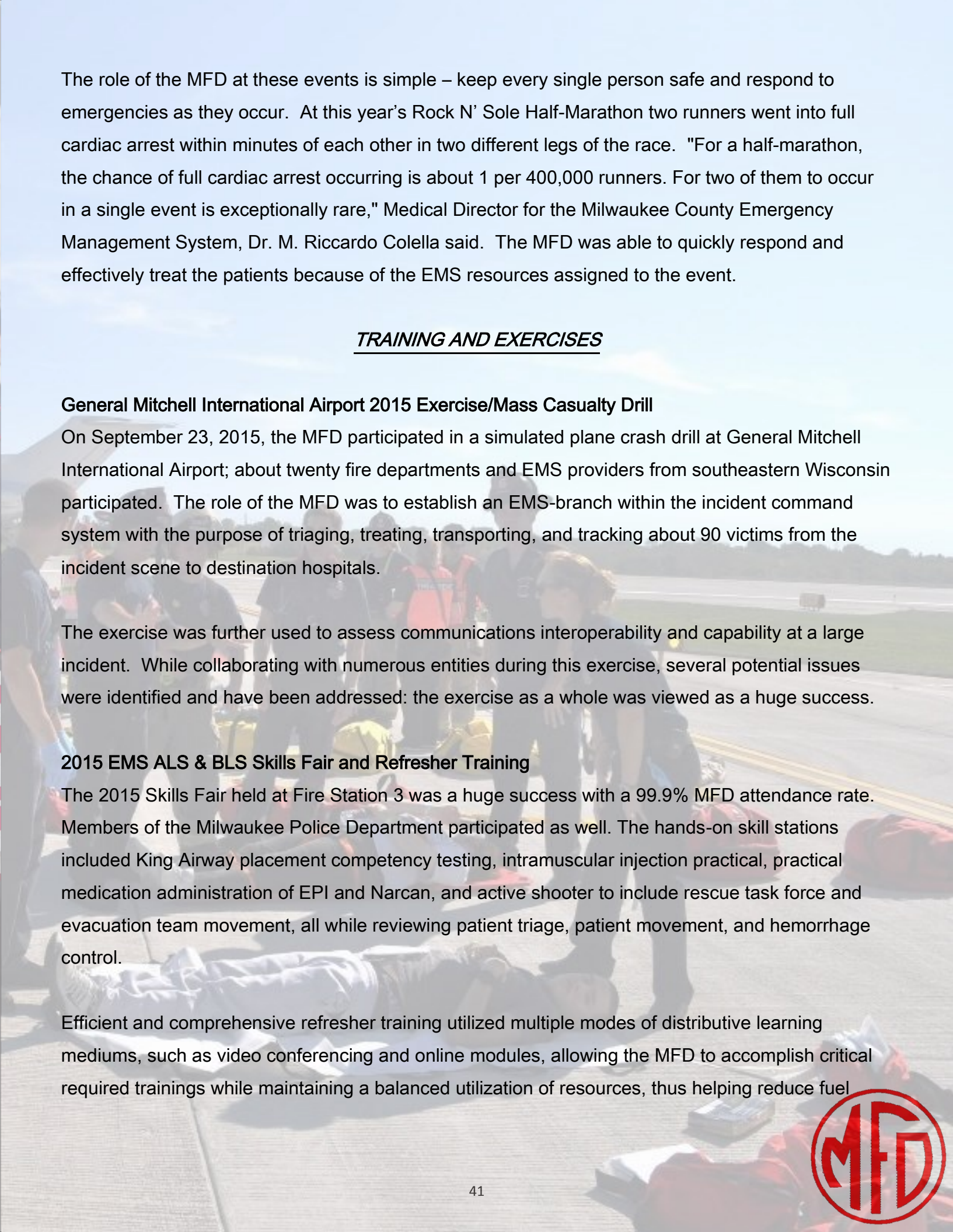
On September 23, 2015, the MFD participated in a simulated plane crash drill at General Mitchell International Airport; about twenty fire departments and EMS providers from southeastern Wisconsin participated. The role of the MFD was to establish an EMS-branch within the incident command system with the purpose of triaging, treating, transporting, and tracking about 90 victims from the incident scene to destination hospitals.

The exercise was further used to assess communications interoperability and capability at a large incident. While collaborating with numerous entities during this exercise, several potential issues were identified and have been addressed: the exercise as a whole was viewed as a huge success.

2015 EMS ALS & BLS Skills Fair and Refresher Training

The 2015 Skills Fair held at Fire Station 3 was a huge success with a 99.9% MFD attendance rate. Members of the Milwaukee Police Department participated as well. The hands-on skill stations included King Airway placement competency testing, intramuscular injection practical, practical medication administration of EPI and Narcan, and active shooter to include rescue task force and evacuation team movement, all while reviewing patient triage, patient movement, and hemorrhage control.

Efficient and comprehensive refresher training utilized multiple modes of distributive learning mediums, such as video conferencing and online modules, allowing the MFD to accomplish critical required trainings while maintaining a balanced utilization of resources, thus helping reduce fuel



EMS DIVISION

The Emergency Medical Services (EMS) Division is responsible for the management and oversight of advanced (ALS) and basic (BLS) emergency life support services for the MFD. Ensuring quality EMS care is accomplished by utilizing a core management team that oversees:

- EMS-related education, training, certification, and licensing
- Researching, purchasing, and implementing EMS-related equipment and supplies
- Quality assurance investigation and quality improvement oversight
- Mobile Integrated Healthcare Program development, implementation, and oversight

The MFD EMS Division provides BLS and ALS to the greater Milwaukee area with over 600 Emergency Medical Technicians-Basic (EMT-B), and over 180 EMT-Paramedics. These EMT-Bs and paramedics staff the department's 31 engine companies, 13 ladder companies and 12 mobile emergency department (MED) units. Over 85% of all MFD responses are EMS-related. In 2015, the MFD responded to 37,187 ALS and 33,317 BLS runs for an overall total of 70,504 EMS responses.

In addition to daily 9-1-1 coverage, the MFD EMS system provides standby service for over 25 special events, which have an annual attendance of 15,000 or more each. An integral part of the MFD special event coverage is the Paramedic Bicycle Response (PBR) Program. The PBR Program provides rapid emergency responses to crowd-congested events, as well as public relations and education to all attendees. In 2015, twelve new Trek bicycles were purchased from Wheel & Sprocket. Packs attached to the twelve bicycles enable a two-person team to carry the same range of supplies found on an ambulance. The teams patrol events such as Summerfest, ethnic festivals, runs & races, and fireworks displays. Fifty-eight MFD members are paramedic bike responders.

A few of those special events that take place in the City of Milwaukee every year include:

- | | |
|--|------------------------------|
| ◇ Air and Water Show | ◇ Lakefront Marathon |
| ◇ Rock N' Sole Half-Marathon | ◇ Milwaukee Running Festival |
| ◇ Maier Festival Park events (Summerfest and ethnic festivals) | ◇ USA Triathlon |
| | ◇ Bastille Days Race |



HONOR GUARD

The Milwaukee Firefighters Honor Guard is a non-profit, volunteer organization made up of approximately thirty active and retired members of the Milwaukee Fire Department. Since 1996, the Honor Guard has been proudly standing by its mission to honor all fire service members and provide care for their families in their time of need.

Each year, the Honor Guard, representing the MFD and the Milwaukee Professional Fire Fighters Local 215, participates in many events; 2015 was no exception, with 55. Since joining the Professional Firefighters of Wisconsin (PFFW) Honor Guard in 2014, the Milwaukee Firefighters Honor Guard has provided representatives for several events and funerals honoring fallen firefighters across the State of Wisconsin.

The Honor Guard trains throughout the year to keep skills sharp. Training includes marching, facing, saluting, pallbearer and casket guard duties, flag folding, and administrative sessions on planning and coordinating retiree, active duty, and line-of-duty-death funerals. Several members of the Milwaukee Firefighters Honor Guard, along with members of Honor Guards from North Shore (WI) Fire Department, Topeka (KS) Fire Department, Lincoln (NE) Fire Department, and Minneapolis (MN) Fire Department hosted the 11th Annual Honor Guard Clinic in 2015 in Milwaukee, with 90 members attending from across the USA and Canada.

Special Events

- City of Milwaukee Combined Giving Campaign
- Milwaukee Memorial Day Parade
- Wisconsin Alliance for Burn Safety Camp
- St. Florian's Firefighter Mass
- Memorials:
 - ◆ Multiple 9-11 Ceremonies
 - ◆ Milwaukee Fire Department Fallen Firefighter Memorial
 - ◆ State of Wisconsin Fallen Firefighter Memorial
 - ◆ International Association of Firefighters Fallen Firefighters Memorial in Colorado Springs, where three of our current members are Commanders
 - ◆ Line-of-Duty-Death funerals throughout Wisconsin and the Midwest



TRAINING DIVISION

The Training Division of the MFD is responsible for the firefighter skills training and the internal officer development programs for all sworn members. This division develops curricula for a wide variety of topics, provides the actual training, and tracks member compliance. Firefighters start their careers with the MFD in formal recruit training or even earlier via the successful Fire Cadet Program, and continue to be taught and refreshed through in-service style training throughout their careers. Driver training and certification is also facilitated by this staff.

In addition to training the members of the MFD, this division is tasked with educating the public through its numerous public education programs, serving the very young to the elderly. Promoting life-safety is of utmost importance to the MFD and is taught at every opportunity, from formal long-standing programs, to community relations events, to the simple platform of a firehouse tour. Training Division staff, though small in number, creates, organizes, and schedules training and community relations events year-round. Dedicated members throughout the department, with a passion for helping others, play a significant role in teaching the community on a daily basis.

Rank-specific, battalion- and company-level training are required of sworn members. In addition to MFD classes, classes are also offered through the National Fire Academy. This commitment to education is further echoed in the diversity statement which emphasizes the department goal to provide all employees the opportunity for development and growth at every rank.

The MFD is committed to the continued training and development of its members by offering educational programs through its Professional Development Program which continues to demonstrate tremendous success in preparing members to step into promoted management and leadership roles. Due to the interest and commitment of members, the program has expanded its schedule of classes to mirror the State of Wisconsin Technical College System. The academy now offers all courses in both a spring and fall semester format.

teams, by playing an integral role in assisting with Survive Alive assignments all summer throughout the city, as well as by assisting with project Warm-Up Winter. They completed a four-credit Spanish course hosted by Milwaukee Area Technical College (MATC) as a tool to develop their communication skills and cultural competency. In the fall of 2015, they progressed to the second year of the program during which time they completed additional college coursework in anatomy and physiology, and began paramedic training which will continue into 2016.

On August 17, the MFD began the 2015 cadet class with the hiring of 26 to fill the vacancies created by the graduating class of 2013. These cadets completed their basic firefighting training and will be certified as Wisconsin Level-1 Firefighters. Cadets complete a rigorous program of academic and physical training in collaboration with a variety of community partners. MATC facilitates college-level coursework, while kinesiology and human performance psychology are facilitated by the UW-Milwaukee Human Performance

ers. Cadets serve an enhanced role in the community through the MFD's partnership with Milwaukee Public Schools at the Survive Alive House and at Forest Home Avenue. Cadets assist in classrooms, Spanish language, force Health rounds, experience by education.

A new addition to the the vehicle operations junction with the to facilitate emergency training; a facilitate supervised preventative maintenance. Cadets have logged nearly 1,000 hours of driving time supervising cadets driving to best routes, navigation, and emergency mode.

They received an introduction to operating passenger vehicles that focuses on safe operation of the vehicle with a heavy focus on preventative maintenance. We are anticipating exceptionally positive results from implementing vehicle operations training, with the focused result being on accident reduction and injury prevention among our newest drivers.



Lab and MFD peer fitness training. Cadets serve an enhanced role in the community with Milwaukee Public Schools at the Survive Alive House and at Forest Home Avenue. Cadets assist in classrooms, Spanish language, force Health rounds, experience by education.

cadet program included staff working in conjunction with cadet training officers. A dedicated vehicle operations MED unit is assigned to driving practice and pre-training. Vehicle operations hours of driving time sum all the hospitals to learn experience driving in



FIRE CADET PROGRAM

For 2015, the MFD expanded its recruiting to include a team of two firefighters and several cadets who attended events at dozens of Milwaukee area schools. Cadets receive a warm reception from high school students who see them as a concrete representation of an attainable career. The recruitment efforts continue year-round and were bolstered in 2015 with the hosting of several field trips for young women's groups at the MFD's training academy, as well as summer events for high school youth.

On August 3, the 22 members of the cadet class hired in 2013, were promoted to the rank of firefighter and began the recruit training program. These members had completed the two years of required training to graduate from the cadet program. Training consisted of basic firefighting, Spanish, community fire prevention education, and paramedic training. These young men and women completed their firefighter training in the fall and comprise the newest generation of firefighters who have come from the re-



vised cadet program.

Members of the cadet class hired in 2014 finished EMT training in the spring of 2015. They gained valuable exposure to MFD operations by participating in training with all of the MFD special



2015 Highlights

- Facilitated 160,427 hours of training for sworn personnel.
- Delivered 72 company-based trainings for sworn personnel (while allowing them to remain in service in their first-in response areas).
- Conducted a sixteen-week recruit class of 22 cadets; 19 entering the field with advanced training as paramedics.
- Developed and conducted two department-wide in-service trainings.
- Provided training for two academy staff members to be peer support counselors for the cadet and recruit programs.
- Hosted Honor Guard Training attended by 90 fire department personnel from the MFD and departments across the country and Canada.
- Supported a fire investigation certification class for 20 department members by preparing a vacant structure to NFPA 1403 standards, and running eight controlled burns used for the investigation of incendiary fires.
- Established a working relationship with the Milwaukee Metropolitan Sewerage District (MMSD), which provided vacant buildings in the Lincoln Creek and Kinnickinnic River areas, supporting battalion-based trainings that incorporated the 2nd, 3rd, and 4th battalions, along with shared services partners.
- Continued the relationship with the Wisconsin Department of Transportation to ensure access and safe operations in the various construction zones in Milwaukee County. In addition, members were sent to the Wisconsin State Troopers Academy to attend the Traffic Incident Management Train-the-Trainer Program.
- Continued to work in conjunction with suburban shared services partners to develop a county-wide High Rise Incident Management Plan.



COMMUNITY RELATIONS

The Community Relations Section is comprised of a dedicated staff which reaches out to the public, educating them on over 21 topics including the importance of properly functioning smoke detectors, evacuation planning and preparedness, fire extinguisher use, emergency medical services, elder care, and recruiting. The section is led by a fire lieutenant, serving as the Director of Community Relations. Three firefighters serving as fire education specialists, along with the director, spearhead the education of the citizens of Milwaukee on all matters pertaining to being fire-safe. The programs are tailored to the needs of the community whether it is a career fair, health fair, block party, older adults' meeting, or fire extinguisher training for a business. All sworn members of the MFD facilitate events and training in local neighborhoods to ensure the message of fire safety is consistent and up-to-date throughout the city.

The Community Relations Section scheduled, and with the help of assigned field personnel, conducted 1,331 programs reaching 3,234,160 people in 2015. More than 2,100 smoke alarms were installed in Milwaukee homes either through Firefighters Out Creating Urban Safety (FOCUS), the Smoke Detector Hotline, or when in citizens' homes after responding to an emergency call and it was apparent smoke detectors were lacking. All smoke alarms are installed at no cost to the residents.

The Mobile Survive Alive House trailers are assigned to the Community Relations Section and teach children about fire safety and escape planning. One trailer is assigned to the Henry Maier Festival Park and is open throughout the summer/fall festival season. The other trailer is used throughout the City at block parties, neighborhood festivals, and other gatherings.

In addition to personal contacts, social media is utilized to reach the citizens of Milwaukee with over 7,240 'likes' on Facebook and 3,338 Twitter followers. Fire safety tips and seasonal safety tips are published via ever-increasing social media vehicles.

Community/corporate relationships are inherent to the programs offered. The Milwaukee Bucks, along with the Marcus Corporation, generously provide Poster-to-Billboard contest prizes. Safe Kids of Wisconsin provided resources needed to install smoke alarms. Community outreach programs

were established with Big Brothers & Big Sisters, WI Child Safety Seat Coalition, and the MATC English as a Second Language (ESL) programs. Harley Davidson utilized MFD services to announce a national marketing strategy for providing safe motorcycling. R-Hero Foundation donated a sculpture in front of Station 11 located at 2526 South Kinnickinnic Avenue to bring awareness to children about being safe; they also donated associated children's books that paramedics give to transported children. The MFD received 3,000 blankets from Firefighters Support Services which in turn were distributed to the Red Cross, and to the Blanketing Greater Milwaukee Drive.

